35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

APRIL 17, 1961

Advertising's face is still without blemish, special Pulse study finds 27

Sunny Florida: a land recessions pass by; a BROADCASTING market study 69

Sterling uses scissors and old can of film to clip gilt-edge tv coupons 122

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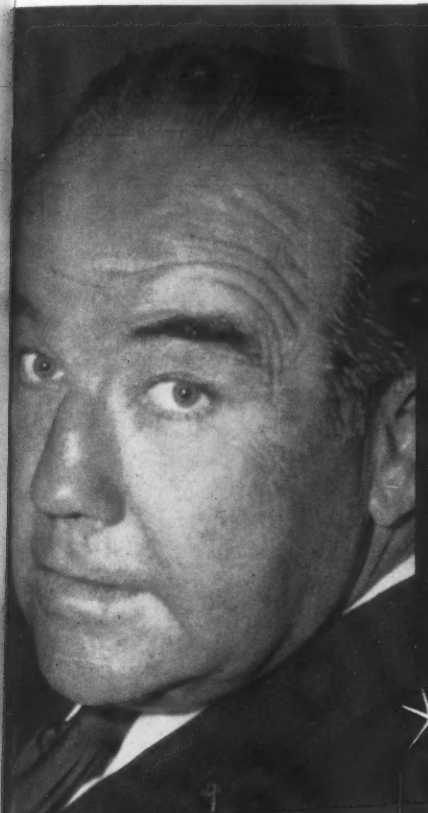


BRODERICK CRAWFORD

stars in a brilliant new role,

"KING OF DIAMONDS"

Never, in so short a time have so many said, "WE'LL BUY IT!"

PIEL'S BEER in a list of markets including
New York City • Philadelphia • Syracuse • New Haven

KROGER in a list of markets including
St. Louis • Pittsburgh • Louisville • Dayton

SCHMIDT'S BEER in • Sioux Falls • Fargo
Alexandria, Minn. • Rochester, Minn. • and 9 other cities

JAX BEER in • Amarillo • Alexandria, La.
Austin, Tex • Baton Rouge • Beaumont • Corpus Christi
Dallas • Jackson, Miss. • Houston • Midland • Mobile
Monroe • New Orleans • Oklahoma City • San Antonio
Shreveport • Tulsa • Wichita Falls

Already bought by other sponsors and stations in these markets:
Los Angeles • Detroit
Boston • Atlanta • Denver
Buffalo • Salt Lake City
Phoenix • Norfolk • El Paso
San Diego • Peoria
Jacksonville • Boise
Las Vegas • Eugene
Bakersfield • Albany, Ga.-
Tallahassee-Panama City
Tampa • Portland, Me.
Decatur, Ill.
with more reported every hour!

with a sensational new side-kick
RAY HAMILTON
as Al Casey

United Artists

ZIV

WTReffigies Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

TIME BUYERS
(THE ALMIGHTY DOLERS)

#4 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich
Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million
People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.
Tops in Sales . . . Service . . . Results! Better Buy . . .
WTRF-TV Wheeling!

wtrf-tv

316,000 watts NBC network color CHANNEL 7

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company

DECISION MAKERS LISTEN TO WCBM RADIO IN BALTIMORE

She is a Decision Maker, homemaker, family purchasing agent—and typical of the WCBM Adult-Level Audience.

Tell her about your products and services on the station with the programming she prefers—WCBM Radio in Baltimore!

WCBM

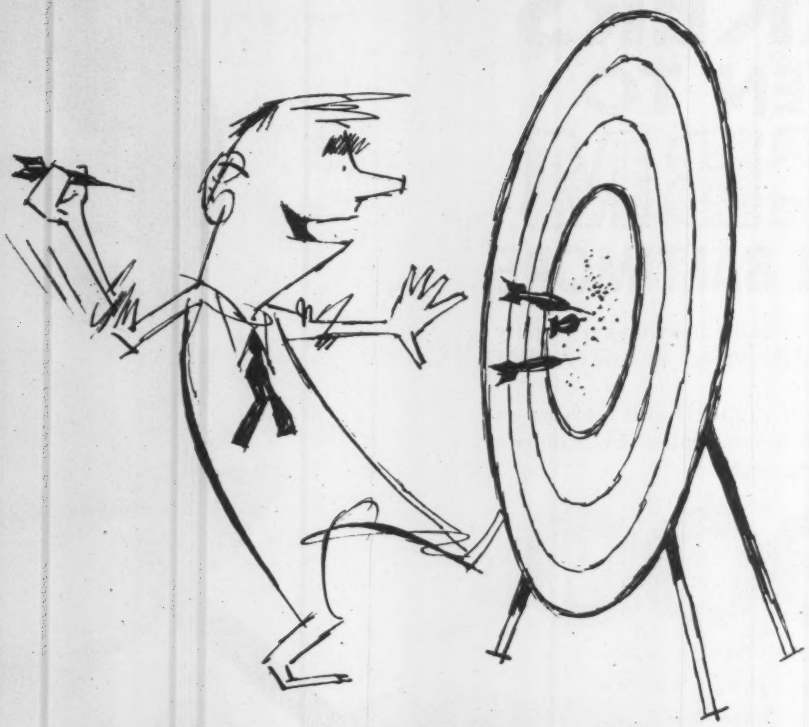
A CBS RADIO AFFILIATE

10,000 Watts on 680 KC & 106.5 FM

Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.

Exclusive National Representatives



YOU CAN'T MISS!

in the Dallas-Ft. Worth market with Channel 4

The February 19, 1961, NSI shows that KRLD-TV continues to reach more TV Homes in the Dallas-Ft. Worth market than any other station.

KRLD-TV's average number of homes reached in Nielsen's six summarized time periods is **42.0%** greater than Station B, **47.8%** greater than Station C and **128.7%** greater than Staion D.

Reach the Dallas-Ft. Worth Market EFFECTIVELY with Channel 4

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

What public thinks

Most painstaking, penetrating study yet of public attitudes toward television has been secretly in process for more than year by top researchers of U. of Chicago's National Opinion Research Center and Columbia U.'s Bureau of Applied Social Research, with CBS Inc. picking up tab that now runs to more than $100,000. Field work was done year ago. Results may be published next fall. CBS President Frank Stanton ordered absolutely unbiased job and neither he nor other CBS officials have even seen questionnaire.

Project was outgrowth of plan Dr. Stanton announced six years ago at NAB convention in Washington. Originally he proposed that committee of distinguished citizens establish areas to be investigated (BROADCASTING, *May 30, 1955*), *but had to abandon that notion. Objective committee could not be assembled. As it wound up, project operated under general directive from CBS to investigate what people thought of television and what they wanted from it.*

Trafficking turnabout

If FCC doesn't adopt its proposed rule to prevent sale of stations during regular three-year licensing period unless there are extenuating circumstances (death, bankruptcy, etc.) there's possibility it may try to reverse process to accomplish same end. It's been suggested that FCC could adopt alternative proposal permitting licensee to sell to anyone except another licensee who had acquired station within three-year period. In other words, seller then himself would be precluded from buying new facility for three years.

G-2 test case?

With FCC's field investigation teams descending on station's doorsteps and probing meticulously through files, technical gear and management's mind, there's speculation at grass roots about possible test case to challenge legality in court. Group of broadcasters is wondering what would happen if a number of them pooled resources for small station operation to blow whistle on demands and tactics of G-2 investigators. It's purely conversation right now, however, akin to who will bell cat.

Countering spot carriers

What Edward Petry & Co. believes is first formal sales presentation on advantages of spot television over so-called "network spot carriers" has been prepared by Petry—at suggestion of several advertisers. Other station representative firms are said to be creating similar presentations. Petry is aiming specifically at advertisers considering use of network spot carriers, and presentation makes point that only spot tv offers flexibility in choice of markets, stations, and time periods, enabling advertiser to concentrate advertising in areas where it is required.

Play's not the thing

Procter & Gamble agencies have standing order to withdraw P&G sponsorship from any station period in which NTA-syndicated tape show, *The Play of the Week,* is slotted (it's now on some 70 stations). P&G won't admit policy was in reaction to alleged "earthiness" in plays, initially produced for and shown first on WNTA-TV New York. Version from P&G: It's "advertising decision." Some viewer letters have been received but complaints few. P&G has moved spots to other periods on same stations where possible.

Minow's bait

Is FCC Chairman Minow going to be television's knight in shining armor in solution of allocations impasse? It was he, it's understood, who raised question of unused government channels at meetings with White House aides on coordination of spectrum allocation (see page 54). And, idea of keeping eye on usage has apparently been accepted as item on agenda of conferees as they continue wrestling with problem.

If such policy firms up, it's possible FCC's long campaign to unblock extra vhf channels for tv, in return for mainly unused uhf frequencies, may yet bear fruit. In two efforts in last five years, FCC has been turned down on ground national defense would be imperilled.

Pittsburgh pickup

There's been no announcement, but it's known NAB will use morning segment of Westinghouse Broadcasting Co. public service clinic held last week in Pittsburgh as program feature for Monday afternoon, May 8, during NAB Washington convention (see page 42). NAB program originally had been based on panel program involving network presidents but they declined invitation. WBC panel will provide provocative discussion of changing America, titled "From Our Town to Megatown."

Drop-in outlook

FCC is beginning to warm up on vhf drop-ins—some at less than standard mileage separations. Earmarked for action soon are new third assignments in Syracuse and Rochester which can be accommodated with normal separations under new agreement with Canada on border allocations. Also in preparation at staff level are less than standard separation drop-ins in following markets: Birmingham, Grand Rapids-Kalamazoo, Louisville, Providence, among others.

More deintermixtures

It's open secret at FCC these days that there will be additional deintermixtures in predominantly uhf areas whenever as many as four votes can be mustered in keeping with recent FCC actions deintermixing Fresno and Bakersfield, Calif. Targets presumably will be markets or areas where it is concluded there would be no substantial loss of service if uhf is substituted and where there is no appreciable outside vhf penetration.

Broadway and pay tv

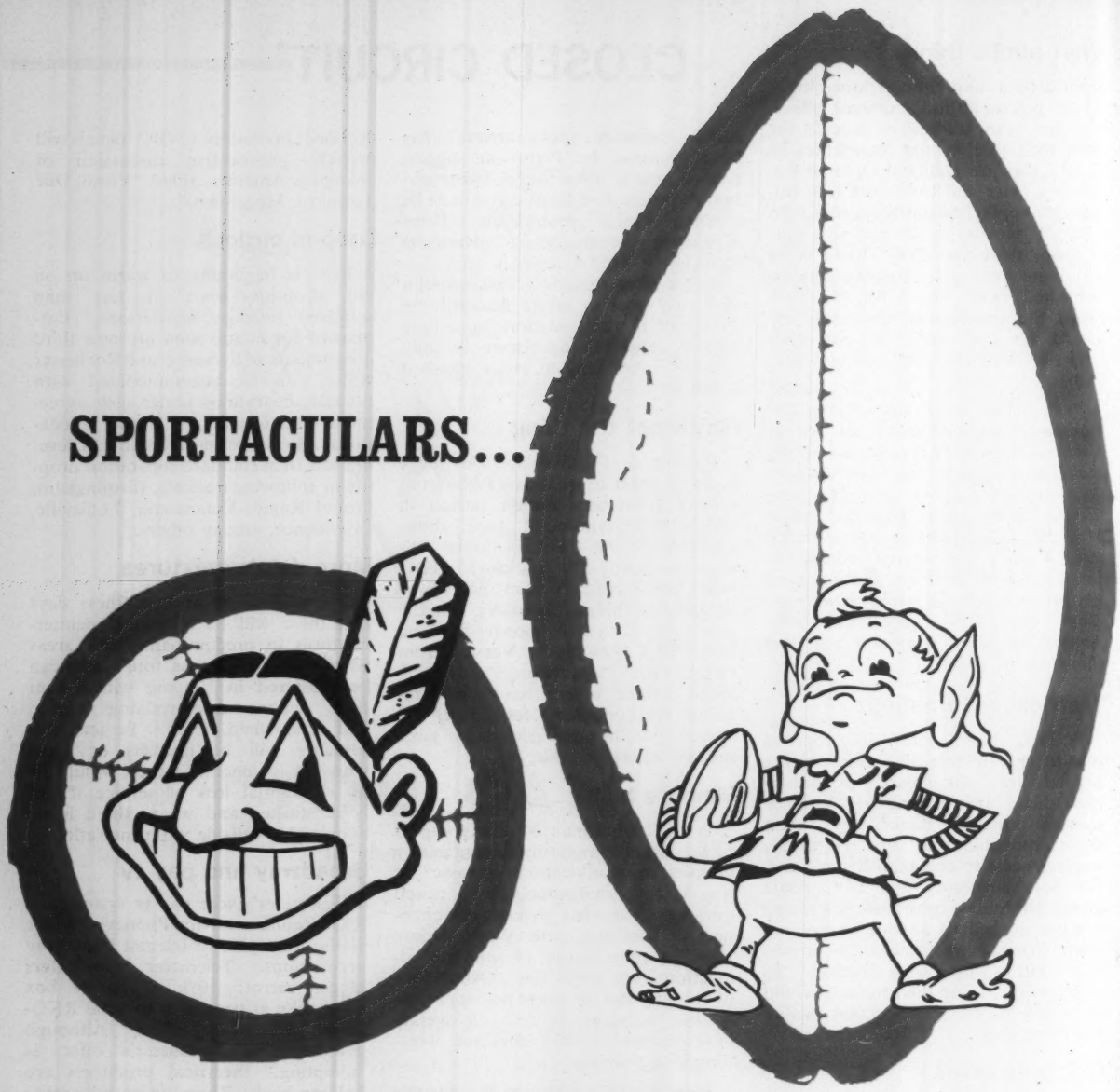
Telemeter's wire pay tv system and RKO-Zenith's on-air Phonevision are vieing for rights to telecast Broadway productions. Telemeter now offers bigger carrot: 50% of pay-tv box office take as compared to 35% RKO-Zenith reportedly offers. Although characterizing Telemeter's offer as "tempting," theatrical producers are holding back. They see no advantage to live pay tv coverage of their productions, and insist, in any event, New York metropolitan area must be blacked out. Tape coverage of theatrical productions in studio setting at end of show's run appears more profitable.

KOA-TV to Blair

KOA-TV Denver soon will appoint Blair-Tv as its national representative effective July 16. Move of station, now repped by NBC Spot Sales, is latest as outgrowth of FCC order that network spot sales organizations must leave general rep business. Score now at NBC Spot Sales on affiliates' status (owned-and-operated not affected): 5 out of 10 have appointed new reps.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

SPORTACULARS...



...for Northeastern Ohio TV Homes: *Cleveland Indians games... Cleveland Browns games...all top CBS sports shows...two daily sportscasts*...this is action sports programming that builds *active* buying audiences! And it's typical of the top-notch entertainment that WJW-TV schedules, day in, day out...to provide opportunities for advertisers to score big sales victories in Cleveland and Northeastern Ohio, the nation's 7th largest market.

WJW TV 8
CBS CLEVELAND

A **STORER** STATION BACKED BY 33 YEARS OF RESPONSIBLE BROADCASTING • **CALL KATZ**

WEEK IN BRIEF

They keep taking potshots at advertising. From campus, government, civic groups and critics come image-belittling charges. Survey by BROADCASTING, however, shows public has a generally favorable view of advertising. See . . .

ADVERTISING'S SHINY IMAGE . . . 27

Fabulous Florida has been going through boom years that have set up a whole new economy. BROADCASTING takes a close look at this little-understood market in one of its periodic inspections of expanding regions. See . . .

FLORIDA'S BOOMING DECADE . . . 69

Are tv sets getting less looking at? A topnotch advertiser, Lever Bros., is asking pointed questions about the prime-time tune-in, based on a survey conducted by A. C. Nielsen Co. showing up to 6% drop in three years. See . . .

IS TV POT GETTING LIGHT? . . . 30

They're still trying to work out an efficient way to divide the radio spectrum between government and private users. President Kennedy is working on a way to coordinate official use of the overcrowded spectrum. See . . .

SOLOMON OF THE SPECTRUM . . . 54

Station break time is an important revenue getter for broadcasters, especially in the evening. Now Young & Rubicam is openly criticizing network plans to open up some more valuable seconds in the evening. See . . .

STATION BREAK HASSLE . . . 40

Meet the legislative broadcasters! Survey by BROADCASTING shows (19) Senators and (13) Representatives in 87th Congress have direct or family-connected interest in commercial or educational stations. See . . .

23 BROADCAST CONGRESSMEN . . . 62

Program directors are the left-out people in broadcasting when industry meetings are arranged. Westinghouse Broadcasting Co. filled this gap for the fourth time in five years with a public affairs program conference. See . . .

IMPROVING PUBLIC SERVICE . . . 112

NAB will have its big star at the May 7-10 convention in Washington—President John F. Kennedy. And Secretary Ribicoff of the Health, Education & Welfare Dept., has been added, completing agenda. See . . .

JFK BILLED FOR NAB . . . 42

Tv advertisers are being forced to split their tv budgets among several shows because of the high cost of today's programming, according to Howard Barnes, of CBS-TV. This minimizes risk involved in a single show. See . . .

RUSH TO HOUR-LONG SHOWS . . . 108

As renewal time keeps coming up for stations the FCC keeps taking a harder look at operating details and the way public service obligations are fulfilled. Many FCC letters touch financial and technical matters. See . . .

THOSE POINTED QUESTIONS . . . 60

Copycat, copycat, said Oliver A. Treyz, ABC-TV president, to CBS-TV and NBC-TV for purportedly borrowing his network's programming concepts, thus providing a limit on the program choice left to the public. See . . .

STEALING ABC-TV'S STUFF . . . 46

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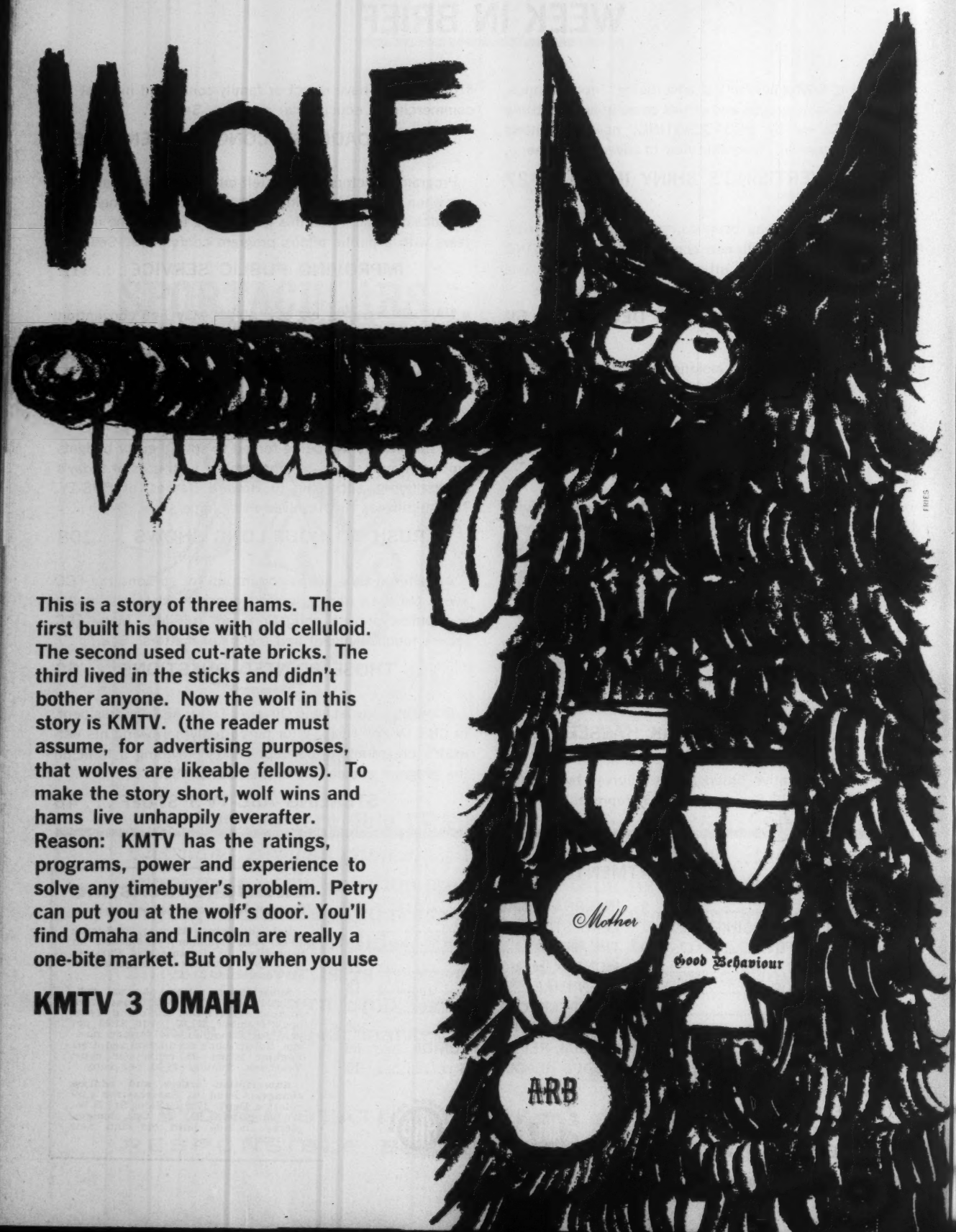
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

WOLF.



This is a story of three hams. The first built his house with old celluloid. The second used cut-rate bricks. The third lived in the sticks and didn't bother anyone. Now the wolf in this story is KMTV. (the reader must assume, for advertising purposes, that wolves are likeable fellows). To make the story short, wolf wins and hams live unhappily everafter. Reason: KMTV has the ratings, programs, power and experience to solve any timebuyer's problem. Petry can put you at the wolf's door. You'll find Omaha and Lincoln are really a one-bite market. But only when you use

KMTV 3 OMAHA

AT DEADLINE

ANA BLASTS ABC-TV BREAKS PLAN

Advertiser group joins growing list of rebellious agencies

Assn. of National Advertisers, which is holding its spring convention in Washington starting today (April 17), is loosing blast this morning against ABC-TV's decision to expand station break time from 30 to 40 seconds next fall (see story, page 40).

In letter Friday to ABC-TV and its affiliates and being made public today, ANA joined swelling chorus of advertising agencies, which have protested ABC-TV move and CBS-TV's intention to adopt similar policy if other networks do. Agencies who wrote ABC-TV opposing longer station breaks included McCann-Erickson, Compton Adv., Kenyon & Eckhardt and North Adv. Other agencies conceded privately they sent similar letters but asked to remain unidentified.

ANA's letter said network's move will work to "detriment of broadcasting" and resulting "over-commercialization" will jeopardize public's trust and confidence in advertising. Copies were sent to CBS, NBC and National Assn. of Broadcasters.

Officials at agencies who acknowledged their organizations had objected to plan revealed that there is "divided opinion" on stand taken. Some media executives said networks have been "pressured" by some stations for additional break time, stations citing "network spot carriers" as one development that has reduced their income and insisting that other time be made available to them.

Oliver Treyz, ABC-TV president, sent second telegram to George M. Gribbin, Y&R president, last Friday, giving additional information on reasons ABC-TV decided to lengthen station break time from 30 to 40 seconds next fall. In wire Thursday, he had justified policy by stating ABC-TV gave sufficient prior notice of its intention to agencies and advertisers. On Friday, Mr. Treyz said additional funds accruing to stations would enable them to provide "improved television service" in public interest.

Dispute became public Thursday when Mr. Gribbin wired ABC-TV, CBS-TV and NBC-TV objecting to network plans to lengthen breaks next fall. Mr. Gribbin acted after CBS-TV revealed it also plans to lengthen station break time if other networks do. NBC-TV has made no move on subject to date.

Word gets around

Does Lever tell Procter & Gamble? It didn't have to when Lever Friday (April 14) was reported to have pulled out of Wednesday 8:30-9 p.m. period it was to co-sponsor on NBC-TV next fall with American Tobacco. P&G reportedly now has moved into period and will share it with American Tobacco. *Joey Bishop Show* is slated for that period, but Lever balked, wanted series starring Audrey Meadows.

Lever gets explanation of evening viewing drop

Broadcast researchers were beginning Friday to reply to Lever Bros.' analysis, revealed earlier (see page 30), which claimed evening tv viewing has declined as much as 6% since 1957-58.

One of principal rebuttals was that Lever (or A. C. Nielsen Co., which prepared analysis) had picked abnormally high viewing season in selecting 1957-58 as base for comparison: that was year time-spent-with-tv hit highest average (because, according to explanations offered at time, widespread Asian flu epidemic increased viewing by keeping more people at home).

Moreover, broadcast sources maintained, Lever study omitted figures on viewing in 1960-61 winter season, which would show evening viewing down no more than 1% from preceding year, which they repeated was more typical than season Lever study used for comparison.

Europe sees Yuri

Moscow's mammoth celebration Friday (April 14) honoring its cosmonaut hero, Maj. Yuri A. Gagarin, was seen loud and clear in London and in eastern and western Europe cities over crash-programmed tv relay. Direct telecast, via Leningrad and Scandinavian cities to London, had only two fadeouts.

Where L&M business landed

Liggett & Myers' $18 million worth of business that left ABC-TV's 1961-62 schedule (BROADCASTING, March 20), now has come to rest, giving advertiser what it asserts is entry in more favorable time periods. Here's full lineup (through McCann-Erickson): alternate two-thirds of *87th Precinct* (NBC-TV, Mon., 9-10 p.m.), alternate hour of *Checkmate* (CBS-TV, Wed., 8:30-9:30 p.m.), alternate two-thirds of *Dr. Kildare* (NBC-TV, Thurs., 8:30-9:30 p.m.), alternate week of *Twilight Zone* (CBS-TV, Fri., 10-10:30 p.m.) and alternate week of *Gunsmoke* (CBS-TV, Sat., 10-10:30 p.m.).

RKO said buying control of Griffin media chain

RKO General Inc. was reported Friday (April 14) to have concluded negotiations for over-$4.5-million purchase of controlling interest in Video Independent Theatres Inc., Oklahoma City, which owns 15 catv systems, 128 theatres and microwave relay system in midwest and southwest and 12.5% of KWTV (TV) Oklahoma City.

Interest in KWTV (ch. 9) would bring RKO to limit in vhf ownership, since it owns tv stations in New York, Boston, Los Angeles and Memphis. With RKO's contract with NBC to exchange its Boston outlet for network's Philadelphia stations and to buy NBC's Washington outlets, RKO would be over limit, but it's believed RKO will offer to dispose of KWTV interest.

RKO General also has interest, which FCC has questioned, in CKLW-TV Windsor, Ont. (Detroit). Oklahoma City purchase is from estate of late Henry Griffin and others.

GE to make color sets

General Electric Co. will enter color tv set production this fall. Company said that "mass interest" in color prompted move. First reaction came from pathbreaker in field, RCA, which expressed delight that GE will join "seven other tv manufacturers in sale of color tv sets," and predicted move "will provide further impetus to march of progress" in industry. Earlier, Zenith Radio Corp. said it would market color sets in fall (BROADCASTING, Feb. 27).

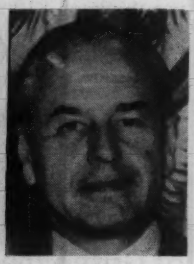
AB-PT salaries

Proxy statement being circulated to American Broadcasting-Paramount Theatres Inc. in advance of annual meeting in New York on May 16 shows following salaries of top officials: Leonard Goldenson, president, $181,000 (including $25,000 expense allowance); Oliver E. Treyz, vice president, ABC Division, and tv network president, $98,000; Simon B. Siegel, financial vice president-treasurer, $84,951; James G. Riddell, vice president, ABC Division, $65,750.

more AT DEADLINE page 10

WEEK'S HEADLINERS

George Storer Jr.



George Storer Sr.

Peter Storer

Mr. Haggarty

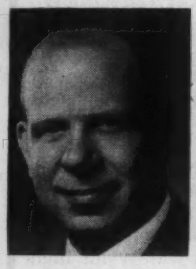
Mr. Lee

George B. Storer Jr., vp for television, Storer Broadcasting Co., elected president, succeeding his father, **George B. Storer Sr.,** who continues as board chairman. **Terry H. Lee,** regional vp for tv, and **George Haggarty,** Detroit attorney and business executive, elected to board of directors, succeeding **Mervin B. France,** Cleveland bank official, and **Peter Storer,** president of Storer-TV Sales (firm's newly created rep firm). Mr. Lee and **Bill Michaels,** board member and regional tv vp, were named to assume Mr. Storer Jr.'s previous responsibilities.

Mr. Storer Jr., 13 year broadcasting veteran, began his career at WAGA-AM-TV Atlanta in 1948 as cameraman, eventually progressing to assistant managing director. In 1951 he was named vp and managing director of KEYL (TV) San Antonio (now KENS-TV), then a Storer station. In 1954 he transferred to Storer headquarters in Miami as vp for planning and finance, advancing to southern district vp next year and vp for tv in 1957.

Storer stations are WJBK-AM-TV Detroit; WJW-AM-TV Cleveland; WSPD-AM-TV Toledo; WAGA-TV Atlanta; WITI-TV Milwaukee; WIBG Philadelphia; KGBS Los Angeles; WGBS Miami; WWVA Wheeling, W. Va.

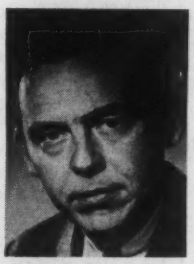
Curtis Berrien, vp and copy director, William Esty Co., New York, since 1958, appointed to newly-created post of senior vp and creative director of Lennen & Newell, N. Y., effective May 1. Mr. Berrien will coordinate and have over-all responsibility for all creative activities of Lennen & Newell, including radio-tv commercial production, copy and art. He started his career with BBDO in 1935 and later served as copy director of Chicago offices of Needham, Louis & Brorby and McCann-Erickson.



Mr. Rich

Mr. McAllister

Lee Rich, Ken McAllister and **Victor G. Bloede,** all directors of Benton & Bowles, named senior vps. Mr. Rich joined agency as media director in 1952, was named vp in 1955, director of media two years later, elected director in 1959, and last year director of media and programming. Before joining B&B, Mr. Rich was media director for Albert Frank-Guenther Law, and William H. Weintraub agency (now Norman, Craig & Kummel). Mr. McAllister came to Benton & Bowles in 1950 and with exception of two year stint at Sullivan, Stauffer, Colwell & Bayles, has been there ever since. An account supervisor, he became vp in 1955 and was elected to board in 1958.



Mr. Bloede

Starting with agency as copywriter in 1950, Mr. Bloede became group head shortly afterwards. His progression includes election as vp and copy supervisor in 1955, appointment as copy chief and member of agency's plans board two years later, and election to board in 1959.

Mr. Goldstein

Richard N. Goldstein, who joined NBC's legal department in February 1957, today (April 17) becomes director, labor relations, NBC, succeeding in that post **George H. Fuchs,** who now is vp, personnel. Previously with law firm of Proskauer, Rose, Goetz & Mendelsohn in N. Y., Mr. Goldstein is graduate of Industrial and Labor Relations School at Cornell U. and Yale U., where he received Bachelor of Laws degree in 1952.

James H. Cobb, vp and account executive at Fletcher Richards, Calkins & Holden, N. Y., since 1959, appointed vp and general manager of Miami, Fla., office of McCann-Marschalk Co. From 1957-59 he had been vp and general manager of N. Y. office of Burke Dowling Adams (now Adams & Keyes) and earlier he had been director of advertising for American Airlines, N. Y.

Mr. McCall

David B. McCall, vp and associate copy chief of Ogilvy, Benson & Mather Inc., N. Y., appointed to succeed president **David Ogilvy** as copy chief of agency. Mr. McCall joined OBM in 1951 after brief writing stint with Young & Rubicam. From end of 1953 through 1955 he was vp and copy director of now defunct David J. Mahoney Inc. agency in New York, returning to OBM in January 1956 and becoming vp same year.

For other personnel changes of the week see FATES & FORTUNES

"Is this the one you want me to try, Mom?" Her mother in the background is one of the nation's adults, who receive and control 98% of the U. S. income. WBT, for over 39 years the Charlotte radio station with the biggest general audience, also has the highest percentage of adult listeners. They turn to WBT because of responsible programming, outstanding service and fine entertainment. In the WBT 48-county basic area, adults receive and control most of the $2,690,786,000 worth of spending money. If you want to make more sales for your clients, clearly the radio station to specify is the one that reaches more of the adult listeners . . . **WBT RADIO CHARLOTTE.** Represented nationally by CBS Radio Spot Sales.

Jefferson Standard Broadcasting Company

Sources: U. S. Dept. of Commerce, Nielsen Coverage Service Number Two and Sales Management's Survey of Buying Power, 1960

CLOYD HARBOR. Complete pri... on dead end rd. Wooded-2 ac... 7 rm custom Ranch ... 3½ bths, 2 frpls, lge flagstone ... corner, circular drv, beach ... $60,000. HAmilton 1-0073

AMAZO — 1 ACRE TREES ... ext step home, 6 rms, 1½ ... 2 bths, 2-car garage ... in estate. $33,700. ... 1295 E Jericho ... PIONEER 7-2450

MONTCLAIR—5 ROOSEVELT PLACE

3 & 5 ROOMS (2 baths, terr), fr $140

Exceptional large attractive layouts. Modern fireproof elevator building. Fine residential area. Convenient for Seashore. SEE SUPT or call PI 6-1799

MT VERNO . Spanish Duplex, brame, living rm, fireplace; dining rm, 2 bdrms, kitchen, garage; cozy park; conv New Haven RR. buses. Suit profi or small family. MO 8-5357.

MT VERNO

27 CLAREMONT AVE

5 ROOMS

Immediate occupancy; garage avail. Agent on premises.

MT VERNO. 1½ ROOMS $82

Top area, clev; convenient transporta ... new Pullman kitchens; dining room ... powder room. Supt, 42 Sheridan Ave

MT. VERNO —1½ rm garden apt., $7... 400 CRANE PARK WITH LAKE ADJOINING.

Office, 101 Ellwood Ave. MO 7-3417

Mt Verno —3½ Rooms, $115

Elev ... modern kitchens and baths; con ... venient trans. Supt. 42 Sheridan Ave

Homes—Indiana

BARTHOLOMEW Attractive 4-rm apt 2d fl, fine conv location, for quiet fam. avail Apr 1. $125. MO 4-6970.

BARTHOLOMEW modern 5-rm apt Top floor, elevator. Lovely view. Walk to station. $155. MO 4-1386.

BARTHOLOMEW 5 large rooms, sunporch modern kitchen, bathroom; pantry garage; good references. MO 4-1867.

BARTHOLOMEW GARDENS APTS. 4½ ROOMS. NEW BUILDING. CALL SUPT, MO 4-6787.

BARTHOLOMEW WEEQUAHIC PARK New Location. Unsurpassed facilities, excellent commutation & Shopping Agent always on prem. WAverly 3-6859

CARROLL Sub-lease spacious modern 3½ rm apt, corner opp park, air-cond, NY bus at corner: $174 mo WA 3-3783

BARTHOLOMEW. Fine Grove Manor Garden cooperative apts. Total investments $600. 2-bedroom units $161.75. 3-bedroom units $122.10. MO 4-9450.

FLOYD-FOUNTAIN Wykagyl Golf View COUNTRY CLUB APTS 1200 NORTH AVE One of Westchester's most luxurious & modern Bldgs. Large Terraces Gas Heat. Immediately Adjacent Schools Shopping Bus 4½ 5½ ROOM APTS NE 3-9433

BARTHOLOMEW 167 Century Apts. MODERN ELEVATOR BUILDING 3½ $123 4½ $160 See our superintendent basement apt. Rm. REL. BEACH PRIVILEGES

LIVE PONTOTOC —Sacr $29,500. ... 22x50 pool. 14 ... bdrs. 3 streets. beautifully land... Upper 8-7935

LAWN ENCE COLONIAL

... s acre wooded plot, 2 patios, ele... remodeled interior. All rms ... & large, 5 bedrms, 3½ bths, cen... hall, liv, din'g, brkfst, den, bar, ... 2-car gar. w/b fnce, ultra mod ... ctc. Every conceivable luxury, ... 1 & 2 car gar. Low taxes. Quiet ... area. Walk to schools, shops, ... $5,000 FR 1-2210.

Homes—Arkansas

LAWRENCE, New Colonial $41,500 ... 3 bay h. Lawrence Ave, 6 rms, ... Lawrence Rd, left to model. CE 9-9184

CUTTY CRITTENDEN '61 RANCH BIRTHWOOD SHOPPING AREA 3 bdrms, square kitchen, garage REDUCED TO $14,890 A-C-T-I-O-N Homestead Tpke PE 5-1400

LEVITTOWN NO CLOSING FEES

... takes over existing mtge, $86 per ... on immac ... come on over— ... or not. full price only $12,500. ... BROWNER SALES PE 7-5500

LEVITT, '59 ranch, Westbury 4 bd... ... 2 full bths, dormer, paneled ... kitchen, ... ceramic bath, ... its roofed patio, beaut land... Call owner, 4 to 8 p.m. swimming pool. ... only $17,990. ED 4-5356.

LEVITTOWN-OMEGA Ranch (not ... 1 yr old, 3 bdrms, 2 bths, ... kitchen, oversize gar, all ap... must see dishwasher, conven... to shops, excel fam. $16,500 2 1-3-72.

LEVITTOWN $13,990 3 bedrms, "59 ... inch on beaut corner plot in desir... a sect'n of Hicksville. Only $990 ... to buyer. ... Corriston ... 2238 Hempstd Tpke. PE 5-6120.

LEVITTOWN Expanded Ranch. Over- ... 1 yr old, 3 bdrm, panld din ... utility rm, playrm. Extras incl TV, ... grills, comb scrns. $16,990. ... 6-6919.

LEVITTOWNS ... DUNES—Private beach, all brick ... 3 family, 6 rms+2 bths+5 rms ... 1 bdrm apt with 20' terrace ... parking ocean. 60x120. 2-car gar. ... $31,500. 516 FR 9-1000

LEVITTOWN DUNES. Private beach, 3 bedrm ... type home 80x67, gar, bsmt. $20,990.

SYLVAN REALTY ... Rd. GE 1-1730

Levitt-Cape Cod, Stone & Brick, 8 rms ... 2 baths, 4 baths, large living & din... rooms, fireplace, sundeck, extra ... size patio, 2 car finished ga... 75'x125'. Tree lined quiet ... grounds, professionally land... Sprinkler. Private Pools only—$39,500. ... Principals only—$39,500. ... GE 2-6735.

Lido Dunes—Spanish Ranch

... bdrm, 2 bath area, 4 br, 2 bths + 2 ... 2 car gar, ... Trans. ... $23,500. Owner. GE 1-7221.

Private beach-gorgeous 3 bedrm

Homes—Louisiana

Island Beach Dunes, 6 bdrm house, ... by fam. many unusual features. ... $75,000. Owner. GE 1-7113.

ST. CHARLES — Teacher leaving town ... summer wishes to rent 7 rm, ... home, 2 bths, modern kitchen, ... area. Easily accessible to nearby ... Available June to summer—mid-... to Sept 1. TUrner 4-0722.

ST. CHARLES — A Glen Cove Area. ... 6 bdrm, 3 bths, 6 rms, & bdrm, ... 1 bdrm house 2 bdrm, gar... $13,000 ... ranch for retirement ... $16,500 ... FRINTZILAS. CO 6-0682, 5772

LOCUST Val TRANFRD MUST SELL ... APT !! REDUCED TO $28,500. ... 3 bdrm, 2 bth Ranch, 1/3 ac, many ... OR 1-0520

LOCUST VALLEY, 3 bedrooms, 2 ... brick, pine paneled den, finished ... private beach rights, 1/3 ... plus extras. $18,000 OR 6-2003

LOCUST VALLEY viv. Panorama water ... 3 bdrm ranch, 1/3 ac, many ... $20,500. Fanning, MA 1-9210.

MAM'K. 865-867 PALMER AVE Magnif 3½-rm apt..... $130 SUP! ON PREM, OW 8-6156

MAMARONE 5½ rms, new co-op $150-25 incl G & E $1,700 cash. immediate occupancy PALMER TERRACE OWens 8-235.

MONTA COZY SEASIDE. COTTAGES FOR SEASON TO RENT OTS. NEWMAN, OR 5-7525

MONTCLAIR—5 ROOSEVELT PLACE

3 & 5 ROOMS (2 baths, terr), fr $140

Exceptional large attractive layouts. Modern fireproof elevator building. Fine residential area. Convenient for Seashore. SEE SUPT or call PI 6-1799

MT VERNO . Spanish Duplex, brame, living rm, fireplace; dining rm, 2 bdrms, kitchen, garage; cozy park; conv New Haven RR. buses. Suit profi or small family. MO 8-5357.

MT VERNO

27 CLAREMONT AVE

5 ROOMS

Immediate occupancy; garage avail. Agent on premises.

MT VERNO. 1½ ROOMS $82

Top area, clev; convenient transporta ... new Pullman kitchens; dining room ... powder room. Supt, 42 Sheridan Ave

MT. VERNO —1½ rm garden apt., $7... 400 CRANE PARK WITH LAKE ADJOINING.

Office, 101 Ellwood Ave. MO 7-3417

Mt Verno —3½ Rooms, $115

Elev ... modern kitchens and baths; con ... venient trans. Supt. 42 Sheridan Ave

Homes—Indiana

BARTHOLOMEW Attractive 4-rm apt 2d fl, fine conv location, for quiet fam. avail Apr 1. $125. MO 4-6970.

BARTHOLOMEW modern 5-rm apt Top floor, elevator. Lovely view. Walk to station. $155. MO 4-1386.

CARROLL 5 large rooms, sunporch modern kitchen, bathroom; pantry garage; good references. MO 4-1867.

BARTHOLOMEW GARDENS APTS. 4½ ROOMS. NEW BUILDING. CALL SUPT, MO 4-6787.

BARTHOLOMEW WEEQUAHIC PARK New Location. Unsurpassed facilities, excellent commutation & Shopping Agent always on prem. WAverly 3-6859

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LIVE PONTOTOC —Sacr $29,500. ... 22x50 pool. 14 ... bdrs. 3 streets. beautifully land... Upper 8-7935

BARTHOLOMEW—Davenport Neck, liv ... 3 bedrm apt, $175 incl ... optional renewal. NE 6-0742

BARTHOLOMEW—LOVELY 4½ RMS View of Bronx & Sound. Adults & Kids $152. BE 5-2364

BARTHOLOMEW 4½ rooms, 2 baths, garage, enclosed patio, private beach $185. NE 6-4174; NE 2-2477

NEW ROCHEL. Glen Island Manor, 3½ $125. 4½ rm, 2 baths, $150. 4½ rm, 300 Feiham Rd. Glen Is App. NE 3-6168

TIPPECANOE 294 WOODCLIFF AVE. NEW BLDG. ACCES PK. AIR-COND. 3½ rms, parking, $145. Call wkdys 4 PM-9 PM all day Sat-Sun. UN 9-0979

FLOYD-FOUNTAIN 986 NEWKIRK AVE Modern Garden Apt Development 4½ Spacious Rms. Sunken Living Rm. Garages avail. Supt. GE 6-2324

FLOYD-FOUNTAIN 391 79 St., 3 rm modern apt, elev, parking, $100 mo. Leone UN 7-0061 or UN 9-0868.

FLOYD-FOUNTAIN 1150 NEWKIRK AVE 2 rm efficiency apts; 3½—$115. Modern elev. Immed. Agent. UNion 7-8383.

FOUNTAIN QUARTERS — ECONOMY! DELIGHTFUL SUBURBAN LIVING at LOW, LOW COST! NEW SUBURBIDEAL APTS AIR-CONDITIONED, ELEV APTS

OVERLOOK TERRACE

Fairview, Prospect & Maple Aves

3, 3½, 4, 4½, 5 Rms, fr $130

FREE GAS. FREE AIR-CONDITIONING FREE ON SITE PARKING! IMMEDIATE OCCUPANCY

Spacious, off-foyer apts Multitude of closets. Deluxe Kitchens; Built-in ranges & wall ovens Elegant Lobby Beautiful, unobstructed views including L. I. Sound Near fine schools, excellent shop.p' lovely beaches, boat'g, fishing major highways RR sta (25) air-cond trains daily)

Homes—Tennessee

LOADON

749 Scotland Rd, Orange

Luxury 4 to 5½ apts. 2 Baths deluxe appointed and immediately available. PRIVATE SWIMMING POOL Central air conditioning, elevators; 15 cu ft refrigerators; GE dishwashers; electric ranges; wall ovens; private terraces; parking Schools, churches, stores, all near-by Montclair Railroad Station South Orange, NJ Call OR 4-8020

LEWIS-LOADON 5½ lge rms, new 2- fam $185. Business opt; security, refs, 5 min G W Bridge WI 7-4179

LEWIS-LOADON 5½ lge rms, new 2- fam $185. Business opt; security, refs, 5 min G W Bridge WI 7-4179

LEWIS-LOADON Country Club Garden 2-STORY LUXURY GARDEN BLDG Overlooking golf course, parking. Pk 1-6874 up til 9 P M

LEWIS-LOADON 4784 Bestow Post Rd. 2½-3½-4½ rms; excel layout; best location-parking facils. Supt PE 8-0070.

LEWIS 17 5th Ave near station 3624 drv bldg 3½ rms, $87.50-$113 Supt or PL 5-1370.

LEWIS-LOADON MANVILLE RE

3½-ROOM GARDEN APTS private entrances in countrified settin... convenient to schools, shopping & transportation ...ve Supt 3 ROgers 9-329.

LEWIS-LOADON 4½ rm modern garden apt available May 1st, sublet Oct 31 9½ $165 mo includes heat, hot water & garage. Call RO 9-1191 after 6.

REDDING Two Houses $37,500 One 8 yr round modern Ranch with 3 or 4 bdrms. The other a delightful rustic house usable for a long summer season (can be winterized). Beautiful 3½ acres with wide view. DAVID H. BATCHELDER Wilton, POrter 2-3365

REDDING. Delightful sec'd summer hse Small—easy care. 4 wooded acres frpic, cathedral liv rm. $19,900. Wa... rodes— WE 8-2880; NY wk eve MU 5-0140.

RIDGEFIELD, 2 newly decorated rooms, light housekeeping, shopping. $120, garage optional. utilities WH 5-6999

RIDGEWOOD 5-rm garden apts $185. April & later occ. Nr shops & trans. See supt, 286 Oak St. GI 4-9213.

ROSELLE, Garden-Type Apts "EXCLUSIVE BUT NOT EXPENSIVE"

3 RMS $96; 3½ RMS $102

2 Bdrm Apts 4-$112; 4½ $125

GARAGE $8

IMMEDIATE OCCUPANCY

BUS DIRECT TO NYC (25 MIN STOPS & DIRECT) SHOPPING FAIRLY AWAY 400 ACRE PARK WITH LAKE ADJOINING.

Warrinanco Village Apts

Exclusive AV ad) Warrinanco Pk. See Supt Apt 6C or Assistant Supt 34A Chestnut 5-1910—Chestnut 1-1688

ROWAYTON Area, New England tall Colonial, lge lot, 3 double bedrooms 1½ bths, 25x12 liv rm, fireplace, built-in bookcases, dining room, Bendix heat, 2-car garage, nr schools. Beach privileges. Asking $30,800. VO 6-1790

ROWAYTON, new 6-rm apt. $19,000 Cape Cod, rolling partly wooded 1/... ac beach privig. Owner NY GR 7-9178 or 836 wkdays, Norwalk: VO 6-3704

ROWAYTON, Colonial, 3 bedrms, 1½ baths, 2-car garage lot, 3 double bedrms 1½ bths, 25x12 liv rm, fireplace, built-in bookcases, dining room, Bendix heat, 2-car garage, nr schools. Beach privileges. Asking $30,800. VO 6-1790

SAUGATUCK Cape Cod, rolling partly wooded 1/...

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

April 17—Institute on Musical Copyright Law in the Music Industry, Vanderbilt U., Nashville, Tenn., under sponsorship of Tennessee Bar Assn., Nashville Bar Assn., Nashville Symphony Assn., Country Music Assn., and Tennessee Assn. of Broadcasters.

April 17—Academy of Motion Picture Arts & Sciences Oscar award ceremonies. Santa Monica (Calif.) Civic Auditorium. The presentation will be telecast by ABC-TV.

April 17-20—International Advertising Assn. Waldorf-Astoria Hotel, New York City.

April 18—Comments due in FCC rulemaking to add vhf channel to Syracuse-Rochester, N. Y.

April 18—Radio & Television Executives Society, Peabody Awards luncheon. Hotel Roosevelt, Grand Ballroom, New York City.

April 18-19—Institute of Radio Engineers, Los Angeles section, lecture series, "Recent Advances in Electron Devices." April 18—California Polytechnic College Auditorium, Pomona. April 19—Rodger Young Auditorium, 936 W. Washington, Los Angeles. Weekly lectures continue for six weeks at same locations. Series tickets available from IRE, 1435 S. LaCienega Blvd., Los Angeles 35.

***April 19—American Marketing Assn.,** Los Angeles chapter. Carolina Pines Banquet Hall, Hollywood. Speaker: Kenneth C. Snyder, Needham, Louis & Brorby. Topic: "The Role of Television in the Marketing Picture."

April 19-22—1961 American Film Festival, sponsored by Educational Film Library Assn. at Barbizone-Plaza Hotel, New York City.

***April 20—Southern California Broadcasters Assn.** monthly luncheon meeting at Michael's Restaurant. Gordon Gumpertz, president, Gumpertz, Bentley & Dolan, L.A., will discuss "The Los Angeles Newspaper Jungle."

April 20-21 — Pennsylvania AP Broadcasters Assn. Sheraton Hotel, Philadelphia.

April 20-22—American Assn. of Advertising Agencies annual meeting. The Greenbrier, White Sulphur Springs, W. Va. The annual dinner will take place on Friday evening, April 21.

April 20-22—Alabama Broadcasters Assn. spring convention. The Holiday Inn Riviera, Dauphin Island, Ala.

April 21-22—National Assn. of Educational Broadcasters, Region II (southeast) annual meeting. Hotel Thomas Jefferson, Birmingham, Ala.

April 22—UPI Broadcasters Assn. of Connecticut, fifth annual convention. Silvermine Tavern, Norwalk.

April 22—Intercollegiate Broadcasting System, national convention. Carnegie Institute of Technology, Pittsburgh, Pa.

April 24—Annual meeting and luncheon, The Associated Press Members. Principal luncheon speaker: Secretary of Defense Robert S. McNamara. Waldorf-Astoria, New York City.

April 24—Deadline for return of nominations ballots for **National Academy of Television Arts & Sciences Emmy** awards competition.

April 24-25—Nebraska Broadcasters Assn., convention. Blackstone Hotel, Omaha.

April 24-28—U. of Florida third annual Communications Week. Broadcasting Day, April 24. Advertising Day, April 25. Other days devoted to photojournalism, print media and public relations. Gainesville, Fla.

April 25—American Marketing Assn., New York chapter marketing workshop: Management use of marketing research, advertising agencies. Lever House auditorium, New York, 4 p.m.

April 25-27 — Sales Promotion Executives Assn., annual conference. Benjamin Franklin Hotel, Philadelphia. Speakers include Hickman Price Jr., assistant secretary, U.S. Dept. of Commerce.

April 26-28—Seventh Region Technical Conference, Institute of Radio Engineers. Hotel Westward Ho, Phoenix, Ariz.

***April 26-29—Institute for Education by Radio-Television,** Deshler-Hilton Hotel, Columbus, Ohio. Speakers include John Burns, RCA president; Louis Hausman, director Television Information Office; Henry Loomis, director, Voice of America; and Clifton Fadiman, author, writer and radio-tv entertainer.

April 27—Georgia Assn. of Broadcasters, management conference. Dinkler Plaza Hotel, Atlanta.

April 28 — Nationwide Conelrad drill in which all radio and tv stations will participate.

April 28—Arizona Broadcasters Assn., spring meeting. Wild Horse Ranch Resort, near Tucson.

April 28—UPI Broadcasters of Massachusetts, spring meeting. U. of Massachusetts, Amherst.

April 28—Deadline for entries in 15th annual achievement awards competition of the **Los Angeles Advertising Women Inc.** Open to women in 13 western states and western Canada. Entry blanks available from Los Angeles Advertising Women Inc., 4666 N. Forman Ave., North Hollywood, Calif.

April 28-29—Tennessee AP Broadcasters, radio news clinic. Nashville.

April 28-30—Alpha Delta Sigma, professional advertising fraternity, national convention. U. of Minnesota, Minneapolis-St. Paul.

April 29-30 — UPI Broadcasters Assn. of Texas, annual meeting. Baker Hotel, Dallas.

April 30—UPI Broadcasters of Missouri, annual meeting. Governor Hotel, Jefferson City.

April 30-May 3—U. S. Chamber of Commerce annual convention, Washington.

MAY

May 1-31—National Radio Month.

May 1—Comments due in FCC rulemaking to revise program reporting forms in original, renewal and sale applications.

May 1—Comments due to FCC in space policy inquiry.

May 1—Comments due on FCC request for suggested "methods" of reserving one vhf channel in both Los Angeles and New York for educational tv.

May 1—Deadline for submissions of 100-200 word abstracts and 500-1000 word detailed summaries of papers for the 1961 **Western Electronic Show & Convention (WESCON).** Send to the attention of E. W. Herold, WESCON Northern California Office, 701 Welch Road, Palo Alto, Calif.

***May 1—Chicago Area Agricultural Assn.,** 2nd annual farm marketing and advertising seminar, Pick-Congress Hotel, Chicago.

May 1-3—Assn. of Canadian Advertisers. Royal York Hotel, Toronto, Ont., Canada.

May 2-4—Electronic Components Conference. Jack Tarr Hotel, San Francisco.

May 3—Station Representatives Assn., Silver Nail Timebuyer of the Year Award luncheon, Waldorf-Astoria Hotel, N. Y.

May 3-6—American Public Relations Assn. 17th annual convention. Hotel Shelburne, Atlantic City, N. J. The association's Philadelphia Forge will be host. The theme will be: "Analyzing Public Relations' Accomplishments Problems, Opportunities and Skills."

May 4—American Tv Commercials Festival, Hotel Roosevelt, New York City, all day.

May 4-5—CBS Television Network-CBS-TV Affiliates Assn., annual meeting. Waldorf-Astoria Hotel, New York City.

May 4-6—Western States Advertising Agencies Assn., annual conference. Shelter Island Inn. San Diego, Calif.

May 4-7—American Women in Radio & Television, national convention. Statler-Hilton Hotel, Washington, D. C. Keynote speaker: LeRoy Collins, president of NAB.

May 4-14—Brand Names Week.

May 5—11th annual Radio-Television Conference & Banquet sponsored by Radio-Television Guild of San Francisco State College. At San Francisco State College.

May 5-6—U. of Wisconsin Journalism Institutes, Wisconsin Center, Madison.

May 5-7—National Assn. of FM Broadcasters, Washington, D. C. Board of Directors meeting, May 5; annual business meeting, May 6; "FM Day," May 7.

***May 6—Advertising Assn. of the West,** fifth district, conference. Huntington-Sheraton Hotel, Pasadena, Calif., 9:30 a.m. Theme of conference: "Practical Advertising."

***May 7—Broadcast Pioneers** business meeting, 2:30 p.m. West Burgundy Room, Sheraton Park Hotel, Washington, D. C.

May 7—Assn. of Maximum Service Telecasters, annual membership meeting. 9:30 a.m. Palladian Room, Shoreham Hotel, Washington, D. C. Board of directors will meet May 6, also in Washington.

May 7-10—NAB annual convention. Sheraton Park and Shoreham Hotels, Washington.

May 7-12—Society of Motion Picture & Television Engineers, 89th semiannual convention. King Edward Sheraton Hotel, Toronto, Canada. Theme will be "International Achievements in Motion Pictures and Television." Speakers include John J. Fitzgibbens, president, Famous Players Canadian Corp. (operator of pay tv system in Toronto).

May 8-10—National Aerospace Electronics Conference, Institute of Radio Engineers. Biltmore & Miami Hotels, Dayton, Ohio.

May 9 — Broadcast Pioneers, 20th annual dinner 7:30 p.m., Cotillion Room, Sheraton Park Hotel, Washington, D. C.

May 10—Reply comments due in FCC program form rulemaking.

May 10—Deadline for return of final voting ballots in National Academy of Television Arts & Sciences annual **Emmy** awards competition.

May 11 — Assn. of National Advertisers Workshop on International Advertising, Hotel Plaza, New York City.

May 12 — Connecticut Broadcasters Assn., annual meeting. The Waverly Inn, Cheshire.

May 12—Deadline for entries in Industrial Design Award Competition of Aug. 22-25 **WESCON.** Entry forms available from WESCON Business Office, 1435 S. La Cienega Blvd., Los Angeles 35.

May 12 — Academy of Television Arts & Sciences, Phoenix chapter. Second annual Emmy awards banquet. Backstage Club and Sombrero Playhouse, Phoenix.

May 13 — New York are Emmy awards telecast, WNBC-TV, 10:30-11:15 p.m.

May 13—Illinois AP Radio-and-Television

RAB SALES CLINICS

April 24—Raleigh, N. C.
April 25, 26—Richmond, Va.
April 27—Washington, D. C.
April 28—Philadelphia.
May 1—Portland, Me.
May 2,3—Boston.
May 4—Syracuse, N. Y.
May 5—Rochester, N. Y.
May 15—Harrisburg, Pa.; Kansas City.
May 16—Omaha, Neb.; Pittsburgh.
May 17—Cleveland; Des Moines, Iowa.
May 18—Minneapolis.
May 18,19—Detroit.
May 19,22—Chicago.
May 22—Denver.
May 23—Indianapolis.
May 23—Salt Lake City.
May 25—Columbus, Ohio.
May 25,26—Tulsa.

Advertising Federation of America 1961 Conventions

April 21-22—AFA 9th district convention. Savery Hotel, Des Moines, Iowa.
May 27-31—AFA 5th annual convention. Sheraton Park Hotel, Washington, D. C.

Hitch your star to a wagon

Good talent is a grand and glorious thing. Great talent is even grander. But no talent is worth a dime of any sponsor's money unless the commercials measure up to the entertainment.

Those vital minutes of commercial time bear a heavy load of responsibility. What counts on the balance sheet is their power to grip . . . to sell . . . to return a profit.

The commercial is the payoff . . . . N. W. AYER & SON, INC.

Flint–Bay City–Saginaw moves into the top 40
(in actual TV homes delivered)

You see, what were once two eastern Michigan markets—Flint and Bay City-Saginaw—are now listed and officially recognized as one. So this moves this heavily populated urban area way up among the 40 largest TV markets in the country.*

Right in the same neighborhood with Providence, Charlotte, Denver and New Orleans.

And that's in terms of homes actually delivered: people watching television, not just set owners. It's a market with money, too. Even a little better

off than some of its new top-40 neighbors. SRDS reports, for example, nearly $200 more to spend per household than the national average.

How do you reach it? The only way, really, is from within the market area.

For the very latest figures we have show that far-away Detroit stations no longer give you the eastern Michigan audience. It's the stations within that deliver the viewers today and, we're glad we can add, at a most appealing cost. That's where we are, of course—within the market area. Our transmitter is only 20 miles from Flint, 12 from Saginaw and 25 from Bay City. With City-Grade service to all three. To reach us, and to get all the figures on the nation's newest top-40 market, just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*ARB—March, 1960 (Sun.-Sat., 6-10 p.m.)

BAD NEWS

FOR T. V. STATIONS PROGRAMMING OPPOSITE...

FELIX THE CAT!

The world's most famous feline will go before the cameras soon for the 260th and final episode in the current series. Thus, TV stations will start moving schedules around to program FELIX as a full half-hour per day—causing an anticipated upheaval in local ratings.

FELIX Fan Clubs . . . FELIX Birthday Parties . . . FELIX merchandising aids are also creating major problems for opposition stations relying on ordinary cartoons to attract and hold the loyal children's audience.

WARNING!

Don't let this happen to you. If Felix has not picked a channel in your market area as yet . . . do the obvious . . . make certain he's pushing *your* call letters . . . and make your move NOW, . . . while there's still time!

CALL OR WRITE

TRANS-LUX TELEVISION CORP.

625 Madison Avenue
New York 22, New York
PL 1-3110
Chicago • Hollywood

Assn. Northwestern U., Evanston.

May 13-14 — **Illinois News Broadcasters,** spring convention. Otto Kerner, governor of Illinois, principal speaker. Northwestern U., Evanston.

*May 15-27—**The First International Festival of Television Arts & Sciences,** Montreux, Switzerland. The festival is divided into three parts: (1) May 22-27—**Television Contest** (telecasts from all countries wishing to participate will be judged; (2) May 17-21—**Television Symposium** (technical papers and speakers), and (3) May 15-27—**Television Equipment Trade Fair** (display of latest equipment). Information available from: Festival committee, 8 Grand Rue, Montreux, Switzerland.

May 16—**National Academy of Television Arts & Sciences,** 13th annual **Emmy** awards presentation. NBC-TV, 10-11:30 p.m. (EDT), originating from New York and Los Angeles.

May 20 — **California AP Television-Radio Assn.,** Paso Robles, Calif.

May 22-24—**National Symposium on Global Communications,** Institute of Radio Engineers. Hotel Sherman, Chicago.

May 25—**Chicago Unlimited** salute to AFTRA. Grand Ballroom, Sheraton Towers Hotel, Chicago.

May 25-28—**Federation of Canadian Advertising & Sales Clubs,** 14th annual conference. Ottawa, Ont., Canada.

*May 27-31 — **Advertising Federation of America,** 57th convention, Sheraton-Park Hotel, Washington, D. C. Gen. Alfred M. Gruenther, president of American Red Cross, is keynoter; economics session features Dr. Neil H. Borden, Harvard, and Dr. Dexter Keezer, economics adviser to McGraw-Hill.

JUNE

June 2—**Wyoming AP Broadcasters,** convention. Plains Hotel, Cheyenne.

*June 2—**UPI Broadcasters of Michigan,** spring meeting. Selfridge Air Force Base, Mt. Clemens.

June 2-3—**Industry Film Producers Assn.** second annual convention and trade show. Hotel Miramar, Sanata Monica, Calif.

June 3 — **Florida AP Broadcasters Assn.** Daytona Beach.

June 3-4—**Oklahoma AP Broadcasters Assn.,** meeting. DeVille Motor Hotel, Oklahoma City.

June 5-16 — **International Communications Workshop,** sponsored by World Commission for Christian Broadcasting, American Jewish Committee and several other religious groups. U. of Southern California, Los Angeles.

June 6—**American Marketing Assn.,** New York chapter, marketing workshop: Management use of marketing research companies, Lever House auditorium, New York, 4 p.m.

*June 8-9—**North Carolina Assn. of Broadcasters,** convention. Durham. Speakers include Clair McCollough, chairman NAB joint boards; J. Leonard Reinsch, radio-tv advisor to President Kennedy and Sol Taishoff, editor and publisher of BROADCASTING.

June 8-10—**Marketing Executives Club of New York,** annual seminar, Pocono Manor, Pa.

June 10—**Florida UPI Broadcasters Assn.** annual meeting. Pensacola.

June 11-23—**AFA's** third annual Advanced Management Seminar in Advertising & Marketing. Conducted by faculty members of Harvard Graduate School of Business Administration. Chatham Bars Inn, Cape Cod, Mass. Registration and tuition fee: $375. Application forms at AFA, 655 Madison Ave., New York.

*June 12-13—Third National **IRE** Symposium on Radio Frequency Interference. D. R. J. White, Don White Assoc., chairman. Maj. Gen. James Dreyfus, USA, keynote speaker. Main program sessions will be chaired by E. W. Allen, FCC chief engineer; Stuart L. Bailey, Jansky & Bailey; H. Dinger, Naval Research Lab., and Dr. R. Showers, U. of Pennsylvania. Henry Randall, Office of Research & Engineering, Dept. of Defense, will preside at a special session on the government's electromagnetic compatibility program. There will also be a series of tutorial sessions. Sheraton-Park Hotel, Washington, D. C.

TvB Sales Clinics

May 2—Pittsburgh.
May 4—Washington, D. C.
May 9—Buffalo.
May 11—Boston.
May 16—Salt Lake City.
May 18—Portland, Ore.
May 23—San Francisco, Cincinnati.
May 25—Los Angeles, St. Louis.
May 30—Jacksonville, Fla.
June 1—Charlotte, N. C.
June 6—Minneapolis-St. Paul.
June 8—Chicago.
June 13—Omaha.
June 15—Oklahoma City.
June 20—San Antonio.
June 22—New Orleans.

June 12-15—**World Conference on Missionary Radio.** Third World Conference on Christian Communications. Concordia College, Milwaukee, Wis.

June 14-15—**Institute of Radio Engineers,** conference. Hotel Sheraton, Philadelphia.

June 14-16—**Virginia Assn. of Broadcasters,** annual meeting. Hotel Roanoke, Roanoke.

*June 15-18—**Florida Assn. of Broadcasters,** annual convention. Seville Hotel, Miami Beach. Speakers include Harold Cowgill, former chief of FCC Broadcast Bureau on "License Renewals" and FCC Commissioner Robert T. Bartley.

June 19-21 — **American Marketing Assn.,** national conference. Ambassador Hotel, Los Angeles.

June 20-22 — **Catholic Broadcasters Assn.** annual meeting. Calhoun Beach Hotel, Minneapolis-St. Paul, Minn.

June 23-24—**Maryland-D. C. Broadcasters' Assn.,** summer meeting. Ocean City, Md.

June 25-29 — **National Advertising Agency Network,** annual management conference. Broadmoor Hotel, Colorado Springs, Colo.

June 25-29—**American Academy of Advertising,** annual convention. U. of Washington, Seattle.

June 25-29—**Advertising Assn. of the West,** annual convention. Olympic Hotel, Seattle.

June 26-28—**National Convention on Military Electronics.** Sponsored by Professional Group on Military Electronics, IRE. Shoreham Hotel, Washington, D. C.

JULY

July 1—**Chicago Publicity Club,** 20th anniversary celebration. J. Leonard Reinsch, Cox Stations and radio-tv advisor to President Kennedy will be principal speaker. Mayfair Room, Sheraton-Blackstone Hotel, Chicago.

July 10 — **Wisconsin Broadcasters Assn.** Plankington Hotel, Milwaukee.

July 10-12—**National Assn. of Television & Radio Farm Directors convention,** Shoreham Hotel. Washington, D. C.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

AUGUST

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

SEPTEMBER

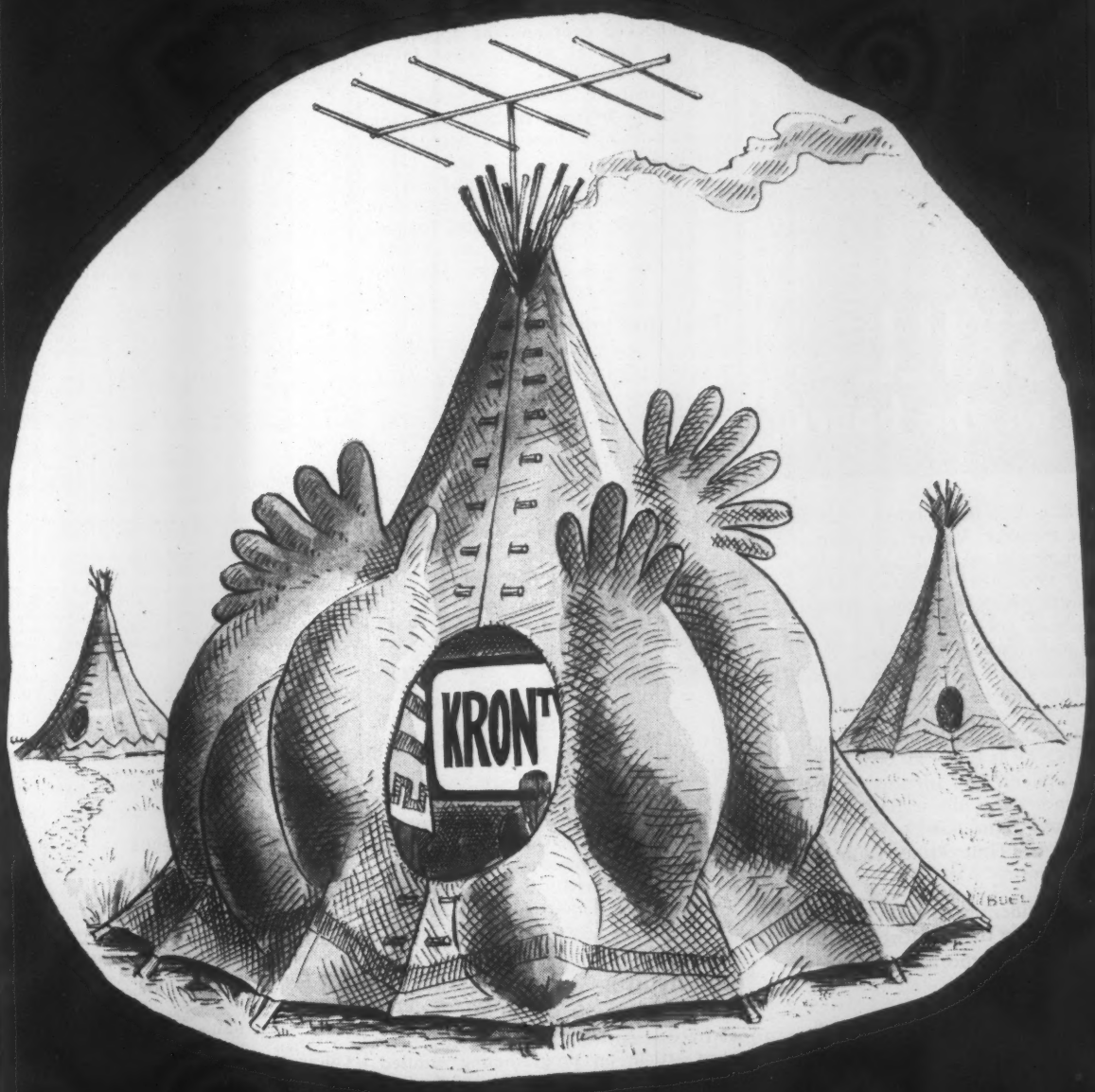
Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

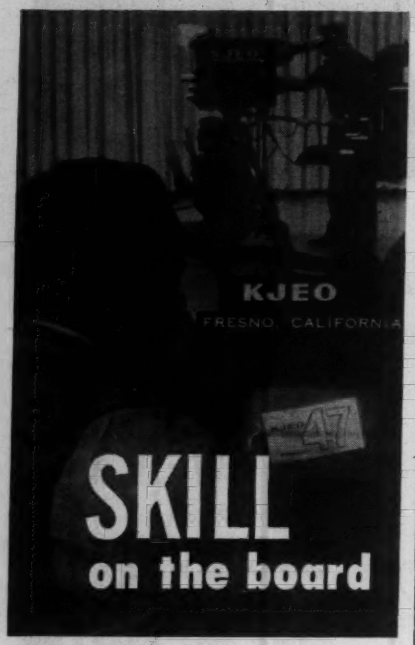
KRON is TV in SF



San Franciscans are sold on KRON-TV

TURN TO PAGE 41

S F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



Skill on the board keeps "sell" in the message. Expert handling of commercial material can and does put your product ahead. When you've got the extras that count — smooth production of live or filmed commercial material, crisp delivery of local-live tags — your KJEO time-buy shows you know.

Throughout Central California KJEO-TV is famed for board men. And talent. Top announcers, top engineers, top film technicians are at work right now, to give you the "Air Time Product Image" you want.

Be confident. If KJEO-TV is your buy in the BILLION DOLLAR MARKET it's the best engineered by far.

our ratings? We've Got Them!
Check with your nearest H-R representative
our network affiliation? abc Of Course!

KJEO
CHANNEL 47 Fresno, California

J. E. O'Neill, *President*
Joe Drilling, *Vice Pres. - Gen. Mgr.*
W. O. Edholm, *Commercial Mgr.*

OPEN MIKE ®

Knocked over

EDITOR: I just wanted you to know how pleased and proud, and grateful, I am for the very nice profile you ran on me (OUR RESPECTS, March 27). I was just knocked over and the appearance of this piece is a high point in my career.

I've had any number of good comments on it from friends and from acquaintances I have not heard from for years. . . .

Thank you very much and my respects to you, to Bruce Robertson of your Hollywood bureau and to your important publication.—*Ken Snyder, Vice President, Needham, Louis & Brorby, Hollywood.*

That dog cartoon

EDITOR: We are the advertising agency for the Ralph Wells Co., Monmouth, Ill., manufacturers of dry dog food made only under private label. They have no product of their own. For them we edit and publish a house organ monthly called *Paw Prints.* We would like to use the cartoon on the editorial page of the March 13 BROADCASTING. —*Gordon S. Fowler, L. W. Ramsey Adv. Agency, Davenport, Iowa.*

[Permission granted.]

Drawn for BROADCASTING by Sid Hix

"I think he's got it. Make the next one a take."

Still helpful

EDITOR: In the March 21, 1960, issue of BROADCASTING you published a two-page article on programming entitled "Winter vs. summer viewing." Our sales staff has found this article very helpful in selling summer radio—and still does, despite the year-old figures. I am wondering whether Nielsen has indicated to you that they plan a 1961 version of these facts, and if so, whether you plan to print them.

If not, could you at this late date order us 100 reprints of the 1960 article?—*Marian E. Knight, Promotion and Merchandising Director, WSAI-AM-FM Cincinnati.*

[BROADCASTING has not run a more recent story because A. C. Nielsen Co. reports there is little change in the figures. We do not have reprints, but could have 100 printed for you at a price of around $20.]

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office
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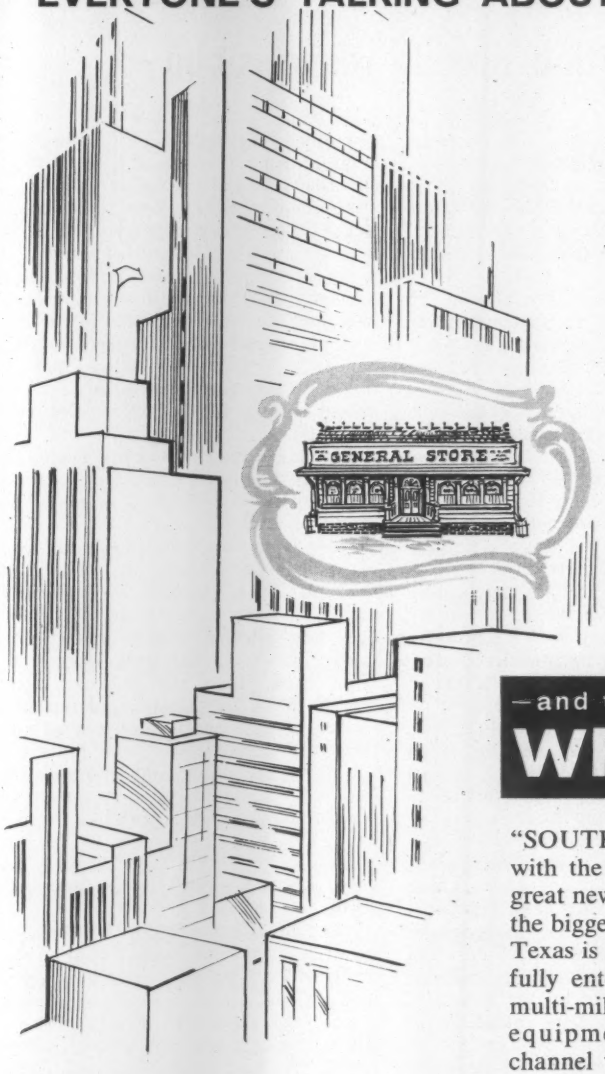
EVERYONE'S TALKING ABOUT

The BIG CHANGE in "BIG D"!



—and the biggest pace-setting change is on

WFAA · 820 · RADIO

"SOUTHWEST CENTRAL" . . . a completely new format with the emphasis on *electronic journalism* is the key to the great new sound on WFAA-820 RADIO in Dallas! Backed by the biggest advertising campaign in WFAA's history, all North Texas is finding a radio "home" that's informative and delightfully entertaining day and night! Originating from our new multi-million dollar "Communications Center" with all new equipment, WFAA-820's powerful 50,000 watt clear channel voice beams "Southwest Central" to an area of over 5 million people!

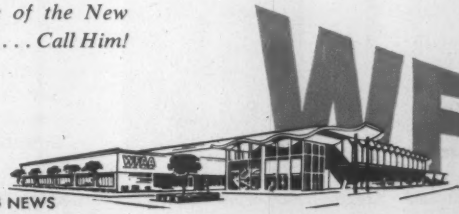
NEWS NBC News on the Hour followed by 5 minutes of State & Local News!

FEATURES Brief cut-ins all day long from WFAA's staff meteorologist, woman's editor, sports director, farm editor, and other human interest stories.

GOOD MUSIC with a special appeal to the young adult, comprising the best of the albums and the current top popular hits.

Your Petryman has an Audition Tape of the New "Southwest Central" from WFAA Radio . . . Call Him!

Represented by
Edward Petry & Co., Inc.
The Original Station Representative



WFAA 820 RADIO DALLAS

BROADCAST SERVICE OF THE DALLAS MORNING NEWS

MONDAY MEMO from DOUGLAS L. SMITH, S. C. Johnson & Son, Racine, Wis.

Sponsors and programs: association breeds responsibility

Good products should be known by the advertising company they keep.

The great American companies whose brand names and corporate names are such intimate parts of our lives develop their products with great care. When a company like Campbell Soup says, as they do, "To make the best, begin with the best, then cook with extra care!" they describe the attitude (or a conscience) that is typical of most, if indeed not all of our great consumer-oriented companies. This illustrates how ardently these business firms take care to protect not only their own standards and reputation but the consumer as well.

Now, I submit that once we have taken such care where our products are concerned, we have an equal responsibility to ourselves and our consumers as to what we say and with what means we say it. If we say it with television, then our commercials should be helpful, tasteful, instructive, accurate. Remember, we are a guest in that living room.

It is the intimacy of television that makes it so powerful, such a great advertising medium. But that very intimacy places a heavy responsibility on the advertiser's shoulders that extends beyond the commercial and includes the very show itself.

Public Image ▪ Like it or not, we are responsible for the program. All right —let the networks say they control it —they do, ultimately, since they control the mechanical forces, electronic equipment, station arrangements, actual transmission, etc. And they can keep a show off or force it on their network as they choose. But whom does the public hold responsible for a show they see and respect or dislike? To whom do they write in praise or protest? You all know it is the sponsor.

Thus, we cannot avoid the responsibility. I do not think we can, nor should, say to the public (or even insist on it in our contracts to networks, stations or packagers) that we have no responsibility, because, like it or not, we do.

Now, I am not saying we advertisers have to get into show business. We don't. That is, we do not have to involve ourselves with story lines, scripts, production factors, casting, directing, etc. In fact, we should not have to, except in matters of taste, good influences and consideration for the viewer and the viewer's family.

We have every right, and we should exercise it, to insist upon a respectable, clean, inoffensive treatment in connection with anything we sponsor. It is our money that pays the bill—or better yet, it is our customers' consumers' money, and we owe them this consideration.

Taking a Stand ▪ We should be courageous enough to take whatever stand is appropriate in maintaining our standards and influence for what we feel represents good taste.

Today, as sponsors, our obligations and responsibilities are increasing rather than diminishing. We cannot escape the onus—and, in fact, we should reach for it—that stems from the conscience of an advertiser who will strive to uplift, who will set some standards and adhere to them.

It is heartening to see advertisers willing to experiment, willing to try new things. And they are. Public service programs are being considered carefully by companies and used effectively. For the future I think that we must all be willing to be patient and a little more dedicated to this medium. If it takes time to build something fine, let's take the time, when, with conviction, we see an opportunity to do it.

There is a great opportunity for people engaged in the advertising-marketing-promotional function today. There is the opportunity to help our local communities, educators, government people, the young people planning their careers—to help them understand this function and its role in our economy, to help them all understand that we do consume our way to prosperity.

Today, we (and by "we" I mean the practicing marketing men) need perspective ourselves. Then we can help others with their own perspective. Let us keep our perspective on what advertising's true role is in the business environment. Too often, I fear, when advertising or the marketing function is attacked, our people respond by going to the other extreme, by trying to make it out as a force in and of itself that is totally responsible for a flourishing economy, by claiming that it alone can pace our success. Advertising is but one of several vital factors, interdependently a part with other business forces which together mould a prosperous balance of production with consumption.

Proud Heritage ▪ Let us keep our perspective—but let us be proud of our heritage, because there is much to be proud of!

Now is the time to grasp our jobs with vigor and elevate the quality of our craft by a watchfulness and dedication to better advertising. We don't need new rules, new laws, new regulations. The tools for improvement already exist, if we will but use them. Fairfax M. Cone has pointed out that "most agencies and their clients are honest. The thing we have to watch for is the exception, and whenever we find one we should refuse to appear in his company, either in print or on the air." This is a conscience.

So much of our advertising is so very good. So little is so very bad, really.

The 1960s are going to be about as great as they have been hailed to be. They will not be easy. But it is going to be a time of great building—building of the economy, building of our cultural, educational and social environments. And advertising can contribute much to this building by building itself.

Let's do it. We already have so much that is so good on which to build.

Douglas L. Smith worked in a wholesale house advertising department while attending the U. of Minnesota till 1938, was in sales for U. S. Gypsum Co., was an infantry major in WW II, then joined Malamed-Hobbs agency, Minneapolis. In 1949 he became a product manager at Swift & Co. He moved to BBDO, N. Y., as account executive in 1953 and came to Johnson & Son as advertising manager in 1955. He was named advertising and merchandising director in 1956.

United Press Movietone News

supplies newsfilm

to more television stations

than all other services combined.

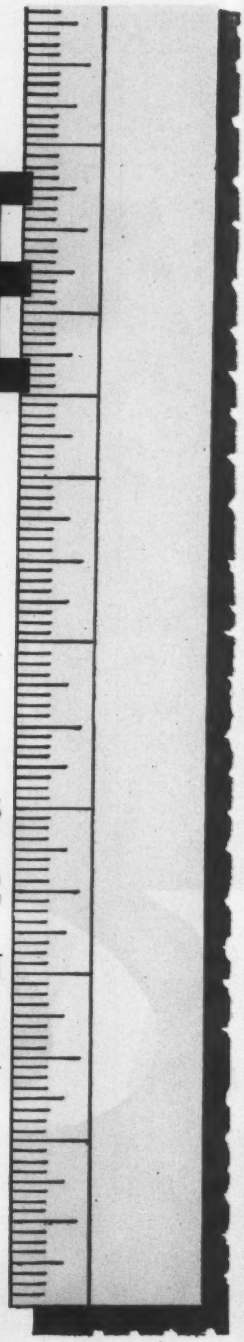
ACT

NOW AVAILABLE...A SPECIAL GROUP OF
50 HOUR-LONG POST-'48 COLUMBIA
FEATURES THAT SPELL...
ION!
16 rousing JUNGLE JIM features starring Johnny Weissmuller plus 34 other top-grade action films (made as recently as 1958) that are bigger and better in every way than any of the made-for-television hour-long adventure programs being offered today. Bigger-name stars...better and more costly productions that offer the widest possible range of intriguing stories and colorful settings — each jam-packed with action and suspense.
For bigger and better sales action in your market, contact
SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

By Any Yardstick

THE BIG ONE

Takes the *Measure*



ARB

PULSE

NIELSEN

TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative
or C. P. Persons, Jr., General Manager

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 17, 1961 Vol. 60 No. 16

ADVERTISING'S IMAGE A SHINY ONE

■ Special survey shows public has high opinion of ad business

■ Stature has improved despite criticisms of past few years

■ People in advertising held in high esteem by average man

Despite the attacks against it, advertising continues to have a generally favorable public image, and what's more, as a business it is assuming a greater importance in the minds of most consumers.

The new, brighter shine to Madison Avenue's image comes through in the results of a special survey conducted for BROADCASTING by The Pulse Inc. It's apparent, too, that the public in a mere three-year period got to know more about advertising and generally liked what it found.

That the public attitude is so favorably disposed toward Madison Avenue may come as an eyebrow lifter to many observers, both within and outside the advertising business. During this three-year span, the quiz scandals broke (fall of 1959) resulting in a tidal wave of criticism, some extreme and harsh, that sowed seeds of skepticism about the advertising business.

A similar study of the public's attitudes toward advertising appeared in a special BROADCASTING Pulse report in the spring of 1958 (BROADCASTING, April 28, 1958).

Major Change ▪ Significantly, both studies follow a similar results pattern (see the complete findings detailed on page 28), with a few exceptions, of which the major difference appeared in answer to this question:

Did the person interviewed think that the business of advertising was "important"? A total of 965 out of 1,000 respondents thought it was, the 96.5% so disposed contrasting with a much lower, though substantial 79.2% answering in the affirmative three years ago.

In its study, covering the 1,000 personal interviews in 10 major markets, Pulse also found:

▪ To a substantial segment of the public (62.8%), the advertiser's importance shows up, for example, as the one who is believed to decide what program goes on tv (see Question J). The chief reason as expressed by most, appears

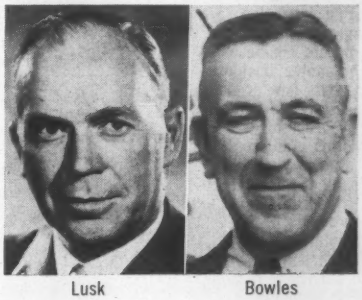
Does advertising exaggerate? Not at all, says B&B's Lusk

U. S. Undersecretary of State Chester Bowles, a Madison Avenue alumnus, took some pot-shots at the advertising business last week and got a quick challenge from the agency he helped to found.

Speaking on CBS-TV's *Washington Conversation* (April 9, 12-12:30 p.m., EST), Mr. Bowles said advertising and public life "are a million miles apart;" that were he doing it over again, he would have gone into government service immediately after college and stayed away from advertising. Mr. Bowles was co-founder of Benton & Bowles, a successful, major-billing agency. He left it in 1941 and has retained no interest in B&B.

Among other charges hurled at Madison Avenue, Mr. Bowles said that "in advertising, things are exaggerated;" that advertising people "try to appeal to people who have some money." He conceded that advertising sometimes stoops to reach persons on the $4,000-$5,000 income level, but rarely goes below that, "because this isn't a big enough market."

Quick to counterattack was Robert E. Lusk, president and chief executive of Benton & Bowles Inc., who intimated that Mr. Bowles' advertising concepts are 20 years behind the times and that Mr. Bowles himself is guilty of what advertising is charged with—"exaggeration."



Lusk Bowles

Mr. Lusk said: ". . . Enormous changes have occurred in the market place and correspondingly in advertising, since [Mr. Bowles] left over 20 years ago. Advertising has vastly broadened its lines of communication and developed completely new techniques in many areas, including market research and the use of media."

Things Have Changed ▪ Mr. Lusk said television "was still in its infancy" when Mr. Bowles left advertising and that he is "apparently unaware that there has been great democratization of the consuming public . . . and that most advertising today appeals to every consumer regardless of his or her income." He said that today there are "more buyers than there are voters," that "people at all levels buy automobiles, houses, clothing," etc.

The Benton & Bowles executive said he believes today's consumer is so much more sophisticated than his counterpart of 20 years ago that today "advertising without believability would fail." He maintained B&B has never used 'wild adjectives' in describing the products and services of its clients.

Before his present appointment as Undersecretary of State, Mr. Bowles served as Democratic representative from Connecticut, ambassador to India and governor of Connecticut. In partnership with William Benton, he founded Benton & Bowles Inc., in 1929, but both men subsequently left the agency to go into public service. Mr. Benton left in 1936 and eventually became a U. S. senator; Mr. Bowles departed five years later.

A. Where agencies hang out

Various streets in the U. S. have become associated with specific business. Can you name the business associated with:

	Number	Percent in '61	Percent in '58
Wall Street (finance)	733	73.3	83.0
Hollywood & Vine (movies)	644	64.4	68.2
Times Square (theatre & entertainment)	344	34.4	28.2
Madison Avenue (advertising)	203	20.3	20.8
Seventh Avenue (garment industry)	272	27.2	25.7
Total respondents	1000		

B. Who they are

(If respondent associated advertising with Madison Avenue) Can you name a company in the advertising business?

	Number	Percent in '61	Percent in '58
Compton	2	1.0	....
Leo Burnett	2	1.0	....
Maxon	2	1.0	....
BBDO	5	2.5	5.6
Young & Rubicam	4	2.0	1.7
J. Walter Thompson	2	1.0	1.7
Benton & Bowles	2	1.0	1.3
McCann-Erickson	2	1.0	1.3
Miscellaneous	30	14.8	12.1
None	152	74.8	76.3
Total who associated advertising with Madison Avenue	203	100.0	100.0

basic: "Because they (the advertisers) pay" for the programs. The respondents, moreover, like it that way: A majority of 46.5% felt it was the advertiser who *should* decide what programs go on the air.

▪ The rose-glasses view of advertising people—they were regarded in 1958 as well-educated, well-mannered members of American society—hasn't changed. If anything, comments that the advertising man is "intelligent" or "clever" were more numerous in the 1961 survey than in 1958 (from 8.3% to 19.5%, see Question H). And only a minor percentage of respondents felt there was anything "superficial or false" about the person who works in advertising.

The questions in the special Pulse survey were drafted in cooperation with BROADCASTING. In the main, the questions were identical to those making up the 1958 study (with the exception of questions added on tv program decisions) and were designed to get a true picture of what the public thinks about advertising today.

In both studies, Pulse interviewers asked the questions in each of 10 major markets—New York, Los Angeles, New Orleans, St. Louis, Atlanta, Cleveland, Dallas, Boston, Chicago and Detroit. The 1,000 total interviews (1,116 in 1958) were divided about equally in each of the 10 cities. The interviews were conducted in the last week of March.

Once again, those interviewed could name only a few of the companies engaged in the advertising agency business, yet a high percentage had a clear idea of the specific functions of agencies. This is true despite the fact that advertising agencies have done little to explain their function to the public.

Only this week at the American Assn. of Advertising Agencies' annual meeting at The Greenbrier, White Sulphur Springs, W. Va., the membership is scheduled in a closed session to hear details of a proposed public relations program (BROADCASTING, April 3).

The new public relations project—recommended by the 4A's public relations counsel, Hill & Knowlton—came after a four-month "study and analysis

C. Evaluation of ad business

Do you think that the advertising business is important?

	Number	Percent in '61	Percent in '58
Yes	965	96.5	79.2
No	35	3.5	20.8
Total respondents	1000	100.0	100.0

D. Advertising's good points

Why do you think the advertising business is important? (Asked of those answering "yes" to question C).

	Number	Percent in '61	Percent in '58
Sells product	92	9.5	20.9
Tells what's available	60	6.2	7.0
Describes uses of product, qualities	30	3.1	8.6
Enlightens public	109	11.3	6.8
Makes people buy	30	3.1	1.5
Stirs competition	22	2.3	1.2
Helps business firms, boosts business, promotes business	124	12.8	8.9
Presents new products	79	8.2	7.9
Keeps tv on air, free tv programs	8	.8	2.0
Informs public on many products	253	26.2	24.3
Means of choosing between products, better products	44	4.6	2.3
Stimulates sales	92	9.5	1.4
Miscellaneous	69	7.1	2.1
No particular reason	12	1.2	2.9
Total responses	1024	105.9*	....
Total Respondents	965		

*Totals over 100% due to multiple responses

E. Advertising's bad points

Why do you think the advertising business is unimportant. (Asked of those answering "no" to question C).

	Number	Percent in '61	Percent in '58
If products are good, they sell themselves	7	20.0	22.4
Money spent on advertising should be used to lower prices	3	8.6	3.9
Unnecessary, superfluous	4	11.4	12.1
Misleads public, lies	9	25.7	4.7
Doesn't give new product a chance	3	8.6	1.3
No particular reasons	9	25.7	34.9
Total responses	35	100.0	....
Total respondents	35		

F. What's likable

Is there anything you like about advertising?

	Number	Percent in '61	Percent in '58
Introduces, gives information about new product	136	13.6	14.8
Acquaints public with product, informative	147	14.7	19.9
Leads to comparative and selective buying	32	3.2	4.2
Sales and bargains	19	1.9	2.2
Samples & coupons	5	.5	2.6
Stimulates buying, helps business	44	4.4	6.0
Educational	49	4.9	3.2
Helps you choose products wisely	16	1.6	
Entertaining, attractive, interesting	79	7.9	7.3
Creates, stimulates competition	14	1.4	1.4
Good programs	10	1.0	1.4
Pays for tv, keeps away pay tv	19	1.9	1.9
The methods—cartoons, slogans, billboards	96	9.6	7.6
Cleverness of ads—ingenuity	25	2.5	2.2
Everything	17	1.7	1.9
Miscellaneous	108	10.8	2.2
Nothing	232	23.2	17.5
Total responses	1048	104.8*	100.5
Total respondents	1000		

*Totals over 100% due to multiple responses.

G. What's dislikable

Is there anything you dislike about advertising?

	Number	Percent in '61	Percent in '58
False, exaggerated, misleading claims	151	15.1	10.6
Too frequent	47	4.7	10.1
Too many	66	6.6	4.7
Interrupts tv viewing	80	8.0	5.0
Silly, infantile, foolish	74	7.4	5.9
Overselling	39	3.9	3.6
High pressure	9	.9	3.5
Repetitious, redundant	93	9.3	6.6
Monotonous, boring	36	3.6	4.5
Long	6	.6	4.9
Loud, noisy	30	3.0	2.2
Liquor ads	3	.3	0.9
Increases cost of product	6	.6	0.8
Nudity—sex appeal	8	.8	0.7
Mail advertisements	6	.6	0.6
Highway billboards	1	.1	0.6
Miscellaneous	92	9.2	3.0
Nothing	274	27.4	43.3
Makes me spend money I don't have	5	.5	
Total responses	1026	102.6*	....
Total respondents	1000		

*Totals over 100% due to multiple responses.

of public opinion toward advertising."

In the past few years apparently there has been little happening to change the general impression and association the public has of advertising with Madison Avenue nor ability to name an agency.

Only 20.3% of the respondents could associate Madison Avenue with advertising, while 73.3% knew Wall St. and finance go together. While a few mentions of agencies were made, the huge majority (74.8%) could not name one advertising agency. Nevertheless, the function of the agency—irrespective of the respondent's familiarity with Madison Avenue's association—appeared to be understood.

Not So Negative ▪ The Pulse survey, interestingly enough, might be interpreted as finding that the negative attitude among the public is not so widespread as one would be led to believe.

This appears despite the fact that some of the recent criticisms apparently are rubbing off on the public. For example, in reaction to the question on what, if anything, the respondent disliked about advertising, an increasing number cited "false, exaggerated, misleading claims," a development which, superficially at least, would appear to be of direct result of recent Federal Trade Commission complaints.

Also of special interest: fewer complaints were received on commercials being played too frequently, but more people now think that there are too many commercials on the air, that they interrupt tv viewing; that they are silly or are repititious and redundant.

Ordinary Joe ▪ It's also interesting to speculate on the fact that in describing the advertising man, an almost negligible percentage feel that he is either "superficial" or "false." Apparently the public feel that while advertising in general may attempt to hoodwink them, the person in advertising actually is an "ordinary joe" who is only following orders.

More respondents thought the advertiser is the decision maker on programming for television. (Of respondents, 62.8% said the advertiser, 22.3% said the tv stations decided.) Aside from an opinion expressed by a majority of respondents that advertisers decide on programs because they pay for them, another large segment (13.7%) felt the reason was that advertisers pick the show best suited for their product.

Of those who felt it was the tv station which decides the program, the highest percentages highlighted these reasons: because stations know more about programming, or what the public likes, or the best time spot, or (as did 9.9%) felt the station had "a right to do so" or (as did 8.1%) thought the station knew "what's best."

More people (46.5%) thought the advertiser should decide what program goes on the air, fewer, though a substantial number (31.7%), felt the station should decide.

H. What an ad man's like

How would you describe a person who works in advertising?

	Number	Percent in '61	Percent in '58
Good appearance, well dressed	74	7.4	4.5
Good talker, interesting	66	6.6	6.9
Well educated, well informed	93	9.3	5.9
Ambitious, aggressive	95	9.5	6.5
Imaginative, original	128	12.8	11.0
Gregarious, extrovert, outgoing personality	105	10.5	7.1
Good salesman	93	9.3	4.9
Intelligent, clever	195	19.5	8.3
Energetic, hard worker	38	3.8	3.2
Alert	61	6.1	4.8
Executive, businessman	61	6.1	2.9
Honest, sincere, polite	18	1.8	1.9
Interested in meeting people	27	2.7	....
Misc. favorable	49	4.9	1.4
Showman, actor	4	0.4	0.4
Man in grey flannel suit, Ivy League	21	2.1	1.8
Neurotic, nervous, anxious	10	1.0	1.7
Huckster	9	0.9	0.8
Arrogant, boastful, conceited	12	1.2	0.6
Superficial	4	.4	0.4
False	5	.5	0.4
Misc. unfavorable	21	2.1	0.6
Average	76	7.6	6.5
Don't know	66	6.6	10.1
Total responses	1301	130.1*	....
Total respondents	1000		

*Totals over 100% due to multiple responses.

I. What agencies do

What do you think an advertising agency does?

	Total Number	Percent in '61	Percent in '58
Sells product to public	73	7.3	15.5
Advertises product	263	26.3	34.5
Prepares ad & copy, writes commercials	78	7.8	11.8
Presents new products to public	162	16.2	1.8
Handles advertising for producer	64	6.4	2.0
Sales promotion campaigns	88	8.8	11.7
Promotes sales	70	7.0	5.1
Buy time, space, tv programs	26	2.6	1.2
Solicits clients	28	2.8	1.3
Increases business	13	1.3	1.4
Creates demand for product	25	2.5	2.1
Misc. neutral	5	0.5	3.5
Brainwashes, persuades public	9	0.9	0.6
Talks people into buying unwanted things	20	2.0	1.8
Misc. unfavorable	15	1.5	
Not certain	90	9.0	6.6
Total responses	1029	102.9*	
Total respondents	1000		

*Totals over 100% due to multiple responses.

J. The say-so on tv programs

Television programs are sponsored by large and small firms; these companies pay the television stations in order to advertise their products on these television programs. Do you believe that these advertisers decide what programs are to be televised or do you believe that the television stations decide what programs are shown?

	Number	Percent
Advertiser decides	628	62.8
Tv station decides	223	22.3
Both equal	101	10.1
Don't know	48	4.8
Total	1000	100.0

K. The advertiser, because:

Why do you say that? (Asked of those who answered "advertiser decides" in question J).

	Number	Percent
They will sponsor a show with large audience	42	6.7
Won't spend money on a show with no audience	16	2.5
Associate their product with a popular program	29	4.6
Because they pay for it	318	50.6
They are more in touch with the public	31	4.9
Pick the show best suited for their product	86	13.7
Sponsor censors the program	8	1.3
They have a right to control their show	28	4.5
Advertisers keep the show on the air	48	7.7
The commercials say so	16	2.5
Misc.	39	6.2
Don't know/no particular reason	17	2.7
Total responses	678	107.9*
Total respondents	628	

*Totals over 100% due to multiple responses.

L. The tv station, because:

Why do you say that? (Asked of those who answered "tv station decides" in question J).

	Number	Percent
They know more about programming	45	20.2
Station knows what the public likes	38	17.0
Station knows best time spot	44	19.7
Station has right to do so	22	9.9
They know what's best	18	8.1
Station is concerned about what is shown	14	6.3
Station has low standards	6	2.7
It's their station; they decide	22	9.9
Misc.	10	4.5
Don't know/no particular reason	9	4.0
Total responses	228	102.3*
Total respondents	223	

*Totals over 100% due to multiple responses.

M. Who should have say-so

Which one should decide what programs are shown?

	Number	Percent
Advertiser	465	46.5
Station	317	31.7
Doesn't matter	48	4.8
Public should decide	79	7.9
Both should have voice in it	91	9.1
Total	1000	100.0

A big tv bettor asks why pot's light

LEVER, NO. 3 NETWORK USER, WONDERS WHY EVENING VIEWING'S DOWN

Major tv advertiser Lever Bros. wants the networks to explain why there has been an apparent decline in the use of tv sets during prime time over the past three seasons.

A report prepared for Lever's media department by A. C. Nielsen Co. covers the 1957-58, 1958-59 and 1959-60 seasons, showing set usage by half-hours.. A decline in set usage ranging up to 6% over the three-season period highlights the report summary.

The Lever Bros. move in circulating the study among the three networks was disclosed last week. Reportedly the first mention of the Nielsen report was made by a Lever official during the Westinghouse Broadcasting Co. seminar held in Pittsburgh (see page 112).

The tv networks reported they are still "studying" or "analyzing" the Nielsen figures, copies of which were said to have been sent to the heads of the networks about three weeks ago.

This, in summary, is what was contained in the Nielsen report:

Evening usage is down across entire year (7:30-11 p.m.; S-S)

	Avg. year (Oct.-Sept.)	Winter (Nov.-April)	Summer (May-Aug.)
1957-58	58.8%	65.0%	48.6%
1958-59	57.2	63.4	47.4
1959-60	55.8	61.9	45.9
Per cent change From 1957-58	—5%	—5%	—5%

Daytime usage is down in winter and up in summer (10-5; M-F)

	Avg. year	Winter	Summer
1957-58	20.7%	23.7%	16.6%
1958-59	19.8	21.5	18.0
1959-60	20.4	22.1	18.6
Per cent change From 1957-58	—1%	—7%	+12%

'So Interesting' ▪ According to one Lever spokesman, the report was sent to the networks "because we found the results of the survey to be so interesting."

Lever Bros. qualifies as a blue-chip advertiser on the networks. Last year, for example, Lever ranked No. 3 among all network advertisers, with gross time billing at more than $28.6 million. Only competitor Procter & Gamble (No. 1 in network) and American Home Products rank ahead of Lever.

Interestingly enough, the Lever move apparently was underway even while Television Bureau of Advertising was preparing to announce—also on the basis of A. C. Nielsen data—that a new all-time high in viewing was set in February of this year, surpassing the previous all-time peak viewing month of February 1958 (BROADCASTING, April 3).

The TvB disclosure of the record six hours and eight minutes viewing per day, however, was attributed mainly to the daytime where all time periods showed significant increases over February 1960.

Lever's investments in network tv advertising have continued unabated and, for that matter, this summer alone the advertiser will be in at least nine nighttime tv network programs, an apparent record tv program summer total for the company.

Manners and friend

Manners the butler, tv salesman for Kleenex table napkins since 1956, will be joined this spring by Cousin Casual, an equally diminutive character, who will represent the new Kleenex casual size napkins. Cousin Casual, more relaxed and less formal, will be the spokesman for the new napkins now being introduced nationally.

Camels go more miles on tv, stockholders hear

If you're spending more now but enjoying it less, do as Camel cigarettes, try tv.

R. J. Reynolds acknowledges it paid more for advertising in 1960, but the cost per sale was less than in 1959.

Bowman Gray, board chairman of the company, told stockholders about management's media philosophy at Reynolds' annual meeting last week, saying, "We regard television as a particularly effective medium because it not only reaches a vast audience but also is unique in affording personal salesmanship by combining sight and sound."

Recognizing that audience interests are diversifying, Mr. Gray reported, R. J. Reynolds is de-emphasizing westerns and mystery-adventures next fall and adding *Sing Along With Mitch* (NBC), NBC's Saturday night movies, the *Garry Moore Show* (CBS) and *To Tell the Truth* (CBS), continuing with *The Flintstones* (ABC), *Wagon Train* (NBC), *Lawman* (ABC) and *77 Sunset Strip* (ABC). Reynolds also will sponsor more sports. Radio, magazines and newspapers round out coverage plans, stockholders were told. (The William Esty Co., New York, is the tobacco firm's advertising agency.)

Increased advertising costs last year were attributed primarily to higher media charges.

Camels, Winstons and Salems, the company's major cigarettes, are doing record first-quarter business this year, Mr. Gray told the meeting, held Wednesday (April 12) in Jersey City, N. J.

Schenley pours big wine budget into radio-tv

Schenley Import Co., New York, has completed plans for broadcast media's one-half share in a $1 million campaign in the New York market for its Dubonnet wines (AT DEADLINE, April 10). Included is 39-week sponsorship of a half-hour Saturday (10 p.m.) music program, *Mantovani,* which will be simulcast on WNTA-AM-FM-TV New York-Newark, N. J.

In addition, Schenley, through its

How WHO-radio services aid food advertisers in America's 14th LARGEST radio market!

Feature merchandising services offered in high-traffic food stores!

WHO - Radio's Feature Merchandising Services provide *unmatched in-store attention* for the products of qualifying advertisers.

These outstanding services are performed in *high-volume* chain and independent supermarkets in every city and town of over 5,000 population, in 28 of Iowa's most heavily-populated counties. These counties account for 46% of all retail food sales in Iowa!

Experienced staff members make a minimum of *480 store calls* for your products over any 13-week period. They work with grocers to assure that your products get maximum facings, better shelf positions, 50 one-week displays of suitable products, and 24-days of Bargain Bar participation.

50,000-watt WHO reaches 865,350 homes in 96 of Iowa's 99 counties *plus* a number of counties in neighboring states. Only 13 other stations in America offer you more audience or more buying power than WHO!

WHO-Radio is equipped and staffed to blend your advertising with professional, "big market" programming. Talk to your PGW Colonel soon about WHO Radio and America's 14th Largest Radio Market!

Sources: NCS No. 2 and Pulse, March, 1960.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., *Representatives*

agency, Kleppner Co., New York, has purchased radio-tv spot schedules which will continue for the next 13 weeks, stop for 13 weeks and then resume for 26 weeks. Some 80 radio spots on five stations and 40 tv spots on two stations will be aired weekly.

Wine advertising on radio and tv is permissible under the NAB code, but Dubonnet's new tv commercials were rejected by at least two New York stations—WCBS-TV and WNBC-TV, both code subscribers—when the stations' respective continuity acceptance departments declared that the storyboards shown them put emphasis on the name Schenley instead of Dubonnet. The repetitive reference to Schenley, the stations said, associated the commercials with Schenley's hard liquors and thus constituted a violation of the code. WNTA-TV and WOR-TV, which accepted the Dubonnet campaign, are non-code stations.

A Dubonnet spokesman said on Thursday that "the commercials do feature the Schenley 'Seal of Elegance' but this in no way violates the NAB code." Dubonnet wines, he continued, "have been known, sold and identified as a Schenley product since Repeal." In answer to news reports that a major portion of Dubonnet's budget had been allocated from other Schenley products, a company spokesman said: "The $1 million budget has been set up exclusively for Dubonnet and affects no other products' expenditures."

Agency appointments...

▪ The Greater Cleveland (Ohio) Rambler Dealers Assn., local tv user, appoints Geyer, Morey, Madden & Ballard Inc., N. Y., for an expanded advertising program.

▪ TreeSweet Products Co., Santa Ana, Calif., names Eisaman, Johns & Laws, L. A., as agency. Saturation radio campaign for frozen orange juice starts April 17 on KFWB, KMPC and KPOL Los Angeles; KABL, KEWB and KSFO San Francisco-Oakland; KCBQ and KSDO San Diego, all California.

▪ Technicolor Inc., L. A., appoints Kenyon & Eckhardt, L. A., as agency for the company's consumer advertising.

▪ Coca-Cola Bottling Co. of Los Angeles, which left McCann-Erickson, L. A., a year ago to be handled by Murphy Asoc., that city, returns to M-E June 1. At the same time, Joe Murphy, head of Murphy Assoc., will become asociated with M-E with primary responsibility for supervision of the L. A. Coca-Cola Bottling account. McCann-Erickson, N. Y., handles national advertising for Coca-Cola.

700 TO ATTEND AAAA MEET

This year's theme: "Growth Through Advertising"; Collins among speakers at three-day convention

"Growth Through Advertising" is the theme of the annual meeting of the American Assn. of Advertising Agencies this week at The Greenbrier Hotel in White Sulphur Springs, W. Va. More than 700 agency representatives and guests are expected at the three-day meeting, which will include an address by NAB President LeRoy Collins.

The convention opens with a members-only business session Thursday; media and advertiser guests are invited to join the Friday-Saturday sessions. The highlight of the closed session will be the election of new officers and directors, who will be introduced at the Friday morning session by Harry Harding, executive vice president of Young & Rubicam and current chairman of the AAAA board of directors.

Other Friday events include talks by John Hay Whitney, publisher of the *New York Herald Tribune* and part owner of Corinthian Broadcasting Co. as well as the Herald-Tribune radio network in suburban New York, on "A Growing Nation"; Arno H. Johnson, vice president and senior economist of J. Walter Thompson Co., on "The Growing Importance of Advertising in Our Economy"; I. E. Purvis, president of Gallup & Robinson Inc., on "Increasing the Effectiveness of Advertisements—Case Studies in the Creative Application of Research"; and Dr. Samuel Stevens, president of Stevens, Thurow and Assoc., on "Encouraging Creativity Through Persuasive Techniques."

Friday evening will be devoted to the AAAA's 43rd annual dinner which will be spiced by entertainment provided by Jimmy Durante, Dorothy Provine and Rudy Vallee.

Awards, Talks ▪ Included on the Saturday agenda, besides Mr. Collins' speech, are presentation of the 1961 Arthur Kudner Award by George H. Gribbin, president of Young & Rubicam; and talks by E. G. Gerbic, vice president of Heublein Inc., and William Bernbach, president of Doyle Dane Bernbach Inc. The concluding address of the convention will be given by Harry Harding before he relinquishes his gavel to the incoming chairman.

Not on the program but slated for showing at various times during the convention will be a special selection of outstanding tv commercials and award winners from the 1960 Venice Film Festival.

Preceding the convention will be the annual region and council governors' meeting on Wednesday. Some 50 governors of the Eastern East Central, Central and Western AAAA regions are expected to attend along with representatives of 21 local councils. The purpose of the meeting is the exchange of information on regional and local activities.

The design of a print symbol for this year's "Growth Through Advertising" convention theme was created for AAAA by Boleslaw Czernysz of Young & Rubicam.

Fifth printing

A third edition (fifth printing) of 30,000 copies has been ordered for the AAAA booklet, "What Advertising Agencies Are—What They Do and How They Do It," —making it one of the most popular business treatises on record. Written by Frederic R. Gamble, president of the AAAA, the booklet has already been distributed to 30,000 member agencies and nonmember parties since it became available last July. The new edition, which contains some slight revisions and updating from previous editions, will be translated into six foreign languages.

Gulf sponsors a third Of NBC-TV news specials

More than a third of the 21 major news specials on NBC-TV in the first three months of 1961 were sponsored by Gulf Oil Corp., through Young & Rubicam. Gulf Oil's eight "instant specials" plus 12 other NBC special news reports set a record, according to the first in a series of quarterly reports by NBC News.

The major sponsors of NBC programs during the period, besides Gulf, have been Texaco Co. (Cunningham & Walsh); Timex Corp. (W. B. Doner); Purex Corp. (Edward H. Weiss); General Mills Corp. (Knox Reeves), and Mutual of Omaha (Bozell & Jacobs).

The report shows 45 station clients for the NBC News Program Service, which uses network lines to transmit filmed news stories instantaneously to NBC-affiliated stations. Subscribing stations tape or kinescope as many as 10 stories daily for use on local news programs. Other first-quarter achievements: news bureaus opened in Rio de Janeiro and Buenos Aires.

Again, WSB-TV dominates the ratings for local, national and world news in this important three station market. ARB (Jan.-Feb. 1961) shows 6:30-7:00 p. m. news with an average rating of 43.0. Nielsen (Feb. 6-Mar. 5, 1961) shows average ratings of 39.9. Viewers in Atlanta and Georgia look first to WSB-TV for fast, accurate, unbiased news. News gathered, interpreted and reported—by experienced newsmen—8 times daily. To sell Atlanta's million plus other Georgians too, schedule WSB-TV!

CHANNEL 2
wsb-tv
ATLANTA

Represented by Edward Petry & Co., Inc.

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

Research firm is testing its own tests

FINDS THE BEST PRE-TESTING METHOD IS IN CATV HOMES

The Center for Research in Marketing Inc., Peekskill, N.Y., a firm that tests television commercials and programs, has been testing its tests. The winning method for testing commercials, the company believes, is "CC/TV," which uses community-antenna homes for pre-testing.

William Capitman, president of the center, described CC/TV last Thursday (April 13) for the Copy Research Group of the American Marketing Assn.'s New York Chapter, commending it as a system that is about as near as you can get to the actual circumstances of home viewing, short of buying air time.

Over the past year-and-a-half, CRM has used five eastern catv samples to test commercials for a substantial group of advertisers and agencies. At the same time the company has used theatre-type testing (a network also is a client), which Mr. Capitman styles the "captive audience" technique, and the rear-screen system, which simulates receiver projection, so the company is in a good position to test the tests.

These are the varying results Mr. Capitman got, testing two commercials and a program with the three methods, using matched samples.

Commercial A
Food product

	Captive	Rear screen	CC/TV
Positive evaluation	72	64	38
Recalling of one or more copy points	92	90	78
Negative reactions	26	24	39
Image of brand	Highly Positive	Highly positive	Neutral
Communication	High clear	High clear	Moderate confusing

Commercial B
Personal product

	Captive theatre audience	CC/TV
One of the best commercials	1	5
Better than most	1	8
Unsuitable for tv	7	1

Program X

	Captive	CC/TV
Overall reaction	Positive	Moderate
Sex preference	Men	Women
Appeal to children	Moderate	Low
Strength compared to competition	High	Moderate Low
Audience building predictive	High	Moderate Low
Actual rating position		Low

In his AMA presentation, Mr. Capitman described operation of his CC/TV testing in Port Jervis, N.Y., which has about 2,000 catv homes. The center selects a sample, and programs a show and advises the homes. While the show is on the air, blank questionnaires are delivered to homes. At show's end, an announcer tells respondents to get their questionaires and quizzes them on the test commercial. In return for mailing in the questionaire, the cooperating viewer receives a premium from the center.

Through background data the center develops on buying habits and other characteristics of its catv audiences, the method lends itself to testing competitive commercials and other uses by means of matched samples. The system is used for testing copy as early as the storyboard stage.

Citing some of CC/TV's merits over rear-screen and audience testing, Mr. Capitman mentioned the disadvantage of an interviewer's presence when a test commercial is offered on a portable projector, and about theatre testing he said, "It is so totally different from the television viewing situation that I do not believe that the results can be validly predictable of response."

The Center for Research in Marketing was founded in 1957 and began by testing package design, using sociological and psychological techniques.

Three brewers sponsor 'Diamonds' in 33 markets

Three regional brewing companies have signed to sponsor Ziv-UA's newly released *King of Diamonds*, half-hour tv series, in a total of 33 markets, according to Len Firestone, vice president in charge of syndication sales. Jackson Brewing Co. (Jax Beer), New Orleans, will sponsor the series in 18 midwest and southwest markets; Piel Bros., Brooklyn, has bought five major markets in the east (New York, Philadelphia, Hartford, New Haven and Syracuse), and Jacob Schmidt Division, Pfeiffer Brewing Co., Detroit, has bought 10 markets in the Midwest. The new series stars Broderick Crawford as chief of security and recovery for the diamond industry.

TvB says summer drop in tv viewing only slight

The small decline in tv viewing that occurs in the summer is not reason enough for tv advertisers to take a "vacation" in June, July and August, Television Bureau of Advertising claims in a brochure called "This Is Summer Tv?" released last week.

TvB acknowledges a 3.4% fall off in television's full week accumulated audience in the summer. While weekly unduplicated homes reached is 95.6% in a "peak" March, the percentage for a full week in August is 92.4—"hardly a summer slump," the brochure asserts.

In the daytime, the TvB folder shows, the hourly average of homes using tv, Monday through Friday, 9 a.m. to 5 p.m., is 17.5 in the months of April, May, September, October, November and December; in June, July and August the average is 18.5. In late night tv, there is no mid-winter bonus audience with the hourly average of homes using tv in the summer at 22.5, against the full-year average of 23.8.

TvB adds that "homes with the highest education, largest incomes and most members maintain their viewing levels all year long even more consistently than other homes." As for those "vacationing advertisers," the brochure points out: "That just leaves more prime availabilities for the advertiser who knows the numbers."

Atlanta award winners

Henderson Adv., Greenville, S. C., took top tv commercial honors at the third annual awards ceremonies of the Radio & Television Representatives Assn. of Atlanta. The contest was limited to southeastern agencies and accounts doing business through Atlanta station reps.

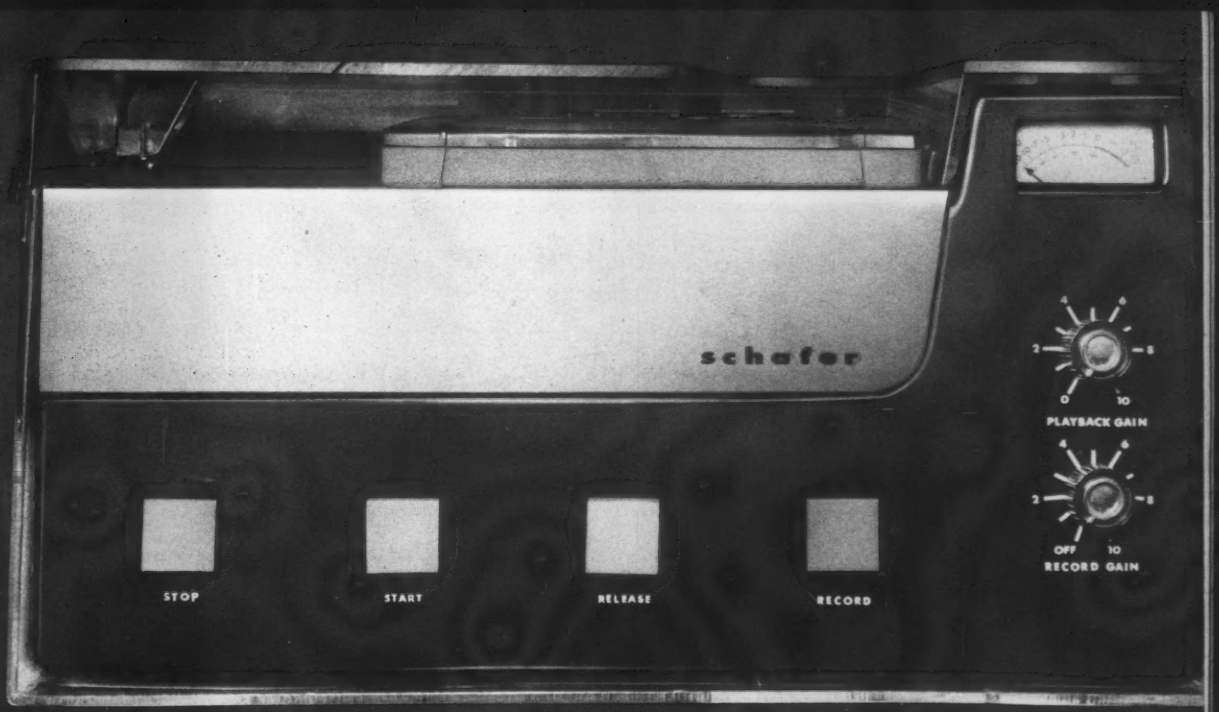
The winning commercial was for Sea Pak Frozen Foods. Certificates of merit were issued to Liller, Neal, Battle & Lindsey; C. Knox Massey & Assoc.; Henderson Adv.; and McCann-Marschalk. The outstanding radio honor was taken by Liller, Neal, Battle & Lindsey for its Life of Georgia commercials.

KSD-AM-TV moves to Katz

NBC affiliate KSD-AM-TV St. Louis announced last week that effective July 1, The Katz Agency Inc., would be its national sales representative. The move was the latest steming from the FCC order that network spot sales organizations get out of the national sales representation business. Earlier this month another NBC affiliate, WAVE-AM-TV Louisville, appointed Katz as national sales representative (BROADCASTING, April 3, 1961). Both stations were formerly represented by NBC Spot Sales.

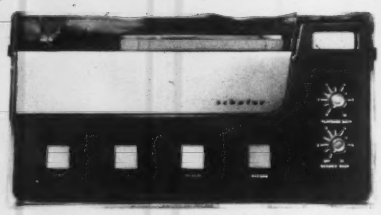
Rep appointments...

- KCDA-TV Douglas, Ariz.: Spot Time Sales.
- WQXR New York and WHNC New Haven, Conn.: Foster & Creed, Boston.
- WDXB Chattanooga, Tenn., and WLAN Lancaster, Pa.: Weed Radio, N. Y.

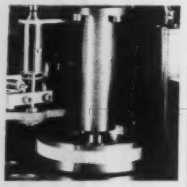


ALL-NEW CARTRIDGE RECORDER DEVELOPED TO MEET BROADCAST STATION CRITERIA . . . SCHAFER 3000

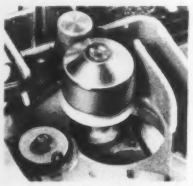
From basic design through each precision machined part of the finished product, all details of the new Schafer 3000 were planned to meet the most stringent broadcasting station criteria. Components for this all-new machine were developed from new concepts to meet this high standard. The result is jewel-like precision and an entirely new standard of dependability for the industry, yet the unit is operationally compatible with other cartridge recorders now being used. The 3000 is available in its case as a self contained unit or for rack mounted operations. It accommodates all sizes of the Fidelipac cartridge, from 30 seconds to 60 minutes.

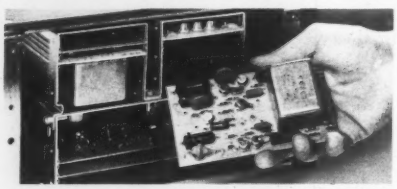


SCHAFER 3000 **BASED ON A GROUP OF ENTIRELY NEW CONCEPTS,** the Model 3000 Cartridge Recorder will outlive other machines by many years, affording precise, one-hand operating ease in continuous use. Machined parts take the place of stampings to assure its exceptional capabilities. An extra-size, hysteresis



synchronous motor with nylon belt drive, large machined brass fly wheel and other precision machined parts, greatly reduce flutter and wow. 25 cycle input allows pre-starting when unit is coupled with Schafer Automation. Cartridge engages pinch roller electronically when it is inserted in slot. The new concept, bringing the pinch roller into position vertically rather than pivoting it into place, eliminates problems associated with the older concept. Separate record and playback heads make possible exceptionally high fidelity. Machine has tone burst system of cueing on second track. Specifications are equal to those of the finest professional "reel to reel" recorders. A remote control plug on back of the 3000 permits push button control to console or direct connection to Schafer Automation system. Ease of maintenance is facilitated by having all circuitry transistorized and mounted on plug-in panels. Standard equipment includes boards for power supply, relay control, tone burst and reproduce amplifier. Record amplifier and mike preamp. are available as accessories.





SPECIFICATION SCHAFER 3000

FREQUENCY RESPONSE	±4 db, 25-15,000 cycles
DISTORTION	less than 2%
SIGNAL-TO-NOISE RATIO	55 db below peak record level
FLUTTER & WOW	.2%
EQUALIZATION	NAB curve
LINE INPUT	balanced bridging, zero dbm
LINE OUTPUT	+4 VU, 600 or 250 ohms balanced
MICROPHONE INPUT	50—150—250 ohms
SPEED	7.5 IPS
POWER REQUIREMENT	115 volts, 60 cycles (available on special order—240 volts, 50 or 60 cycles)

schafer

CUSTOM ENGINEERING

DIVISION OF TEXTRON ELECTRONICS, INC.
235 SOUTH 3RD ST., BURBANK, CALIFORNIA
DIR. DIAL · 213-TH 5-3561 FAX: RL1

NETWORK TV CLIENTS: 376

TvB's 1960 figures show number at all-time high topping 1956's 341 users; P&G tops spender list

An all-time record for the number of advertisers using network television was set in 1960. The Television Bureau of Advertising reports today (April 17) that the total last year hit 376, up from the previous high of 341 advertisers in 1956.

Gross time billing on the networks last year was at an all-time high of $682,371,069 (BROADCASTING, March 6).

TvB's list of 376 advertisers also makes these points:

- Leading network advertisers in order of rank were Procter & Gamble, American Home Products, Lever Bros., General Motors, Colgate-Palmolive, General Foods, R. J. Reynolds Tobacco, Sterling Drug, General Mills, and Brown & Williamson Tobacco (see alphabetical listing for expenditures of each).
- A total of 53 companies in 1960 used the medium for the first time, and of this number 27 spent less than $100,000 while 15 had gross time billing between $100,000 and $200,000.
- The base of network tv advertising broadened in that 96 advertisers spent less than $100,000.

Gross time Expenditures
348 network television advertisers
spending $25,000 or more during 1960
(TvB/LNA-BAR)

RANK	COMPANY	EXPENDITURE
243	Academy of Mot. Pict. A & S	$ 143,517
*226	Adams Corp.	180,265
138	Adolph's Ltd.	606,506
*246	Airequipt Mfg. Co.	138,991
22	Alberto-Culver	8,822,038
284	Aluminum Ltd.	82,175
50	Aluminum Co. of America	3,492,926
285	Amer. Character Doll	80,404
39	American Chicle	4,612,913
190	American Cyanamid	280,976
128	American Dairy Assn.	686,839
289	American Express	77,638
84	American Gas Assn.	1,478,363
2	Amer. Home Prods.	33,376,057
256	American Luggage Works	129,565
202	Amer. Mach. & Foundry	249,105
177	American Marietta	380,884
165	American Motors	426,297
*280	Amer. Photo. Equip.	94,351
*332	American Red Ball Trans.	36,570
73	American Tel. & Tel.	1,904,364
19	American Tobacco	9,701,965
248	Amity Leather Prods.	137,595
131	Anheuser-Busch	646,573
45	Armour & Co.	3,988,370
43	Armstrong Cork	4,181,034
229	Arnold Schwinn	174,000
257	Atlantic Refining	128,448
156	Atlantis Sales	500,447
167	Avco Corp.	422,380
273	Ballantine	111,732
32	Bayuk Cigars	5,705,471
38	Beech Nut Life Savers	4,819,117
61	Beecham Products	2,796,388
111	Bell & Howell	$ 1,009,047
196	Benrus Watch	264,875
223	Berkshire Knitting	192,205
*271	Better Vision Inst.	113,971
*249	Binney & Smith	137,458
90	Bishop, Hazel	1,305,408
233	Bissell Inc.	160,816
36	Block Drug	5,242,390
*313	Blue Bell	47,820
130	Bon Ami	655,388
135	Borden	613,920
258	Botany Industries	121,299
291	Boyer Labs	75,960
88	Breck, John H.	1,322,555
240	Bridgeport Brass	152,204
110	Brillo Mfg.	1,025,496
16	Bristol Myers	10,747,288
10	Brown & Williamson	12,533,149
182	Brunswick Corp.	332,404
310	Burgermeister Brewing	50,794
206	Burlington Industries	236,835
157	Calif. Packing	488,109
34	Campbell Soup	5,304,700
89	Canada Dry	1,311,430
145	Canadian Breweries	570,799
56	Carnation	3,009,147
29	Carter Products	6,174,175
*311	Chanel Inc.	48,592
97	Chemstrand	1,190,550
*236	Chemway Corp.	158,930
78	Chesebrough-Ponds	1,786,149
337	Chicago Printed String	32,451
341	Chicago Show Printing	30,420
23	Chrysler Corp.	8,638,201
328	Chun King Enterprise	37,871
306	Citizens for Kennedy	55,475
125	Citizens for Kennedy & Johnson	708,829
299	Clark, J. R.	66,290
132	Cluett Peabody	645,229
148	Coca-Cola	561,080
*322	Coleman Co.	42,790
5	Colgate-Palmolive	22,511,280
209	Colorforms	232,000
251	Columbus Coated Fabrics	133,735
*302	Commonwealth Products	60,000
134	Congoleum Nairn	613,929
92	Consolidated Cigar	1,290,070
194	Consolidated Foods	270,943
141	Continental Baking	593,837
*274	Continental Oil	111,430
*214	Continental Wax	219,447
279	Coopers Inc.	96,336
52	Corn Products	3,342,356
143	Coty Inc.	$ 984,650
99	Cowles Magazines	1,188,633
174	Cracker Jack Co.	394,135
253	Curtis Publishing	132,976
275	Democratic Nat'l. Committee	109,074
295	Democratic Pty.-Cook County	72,950
81	Dow Chemical	1,613,613
296	Dow Corning	72,430
48	Drackett	3,577,524
225	Drug Research	185,910
28	DuPont, deNemours, E. I.	7,558,622
*100	Dumas Milner	1,174,728
255	Dusharme Products	131,780
*346	Eagle Pencil	26,481
35	Eastman Kodak	5,271,794
261	Elnr Roosevelt In. for Cancer	118,265
129	Electric Autolite	675,878
*297	Electric Storage Bat.	70,240
153	Elgin National Watch	536,419
118	Equitable Life Assurance	835,763
163	Eversharp Inc.	432,891
184	Ex-Lax Inc.	324,760
180	F & F Laboratories	363,347
199	Factor, Max	258,428
95	Falstaff Brewing	1,236,529
*142	Field Enterprises Educational	587,898
*316	Filbert, J. H.	45,740
77	Firestone Tire & Rubber	1,789,210
205	Florida Citrus Comm.	239,331
213	F.T.D. Ass'n	221,581
14	Ford Motor	11,159,933
69	General Cigar	2,307,464
31	General Electric	5,745,718
6	General Foods	18,623,648
9	General Mills	14,651,707
4	General Motors	22,985,033
147	General Nutrition	566,401
267	General Tel. & Electronics	115,296
119	General Time	832,269
303	Genesee Brewing	58,170
122	Gerber Products	759,149
308	Gibson Greeting Cards	51,783
294	Gilbert, A. C.	73,640
12	Gillette	12,075,302
241	Glidden	147,323
101	Gold Seal	1,151,020
83	Goodrich, B. F.	1,568,158
76	Goodyear Tire & Rubber	1,819,908
136	Greyhound	613,536
288	Grocery Store Prods.	77,780
317	Gulf Guaranty Land & Title	45,505
87	Gulf Oil	1,334,609
200	Hagan Chemicals & Controls	255,347
*238	Haggar Co.	153,280
103	Hallmark Cards	1,145,218
*344	Hambro Automotive	28,841
169	Hamm, Theo. Brewing	412,908
333	Hanes, P. H., Knitting	36,000
139	Hartz Mountain Products	605,576
57	Heinz, H. J.	2,940,051
51	Helene Curtis	3,350,042
112	Hills Brothers Coffee	979,556

*New to network television

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week April 6-12 as rated by the the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., April 6	**The Untouchables** (9:30 p.m.)	ABC-TV	27.9
Fri., April 7	**Flintstones** (8:30 p.m.)	ABC-TV	25.0
Sat., April 8	**Gunsmoke** (10 p.m.)	CBS-TV	26.5
Sun., April 9	**Candid Camera** (10 p.m.)	CBS-TV	32.0
Mon., April 10	**Andy Griffith** (9:30 p.m.)	CBS-TV	22.7
Tue., April 11	**Garry Moore** (10 p.m.)	CBS-TV	27.0
Wed., April 12	**The Bob Hope Show** (9 p.m.)	NBC-TV	26.9

Copyright 1961 American Research Bureau

memo to:

Jack Finnell

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

TOTAL RETAIL SALES

$6,472.00

per city household

$368,100,000.00

total metro area
(source: SRDS Spot Radio, Mar. '61)

- Here's an example of how WILS dominates the Lansing market:

NATIONAL ADVERTISER ACCEPTANCE

35 OUT OF THE TOP 50 National Spot Radio Advertisers* with distribution in the WILS market BUY WILS RADIO including 9 OUT OF THE TOP 10:

- Ford Motor Co.
- R. J. Reynolds Tobacco Co.
- Chrysler Corp.
- Liggett & Meyers Tobacco Co.
- Anheuser Busch, Inc.
- American Tobacco Co.
- Joseph Schlitz Brewing Co.
- Sinclair Refining Co.

*Radio Advertising Bureau-1959

17

RADIO WILS LANSING

1320

24 HRS/DAY

5000 WATTS DAYS

1000 WATTS NIGHTS

represented exclusively by Venard, Rintoul and McConnell

RANK	COMPANY	EXPENDITURE
154	Hollywood Brands	$ 512,640
137	Hoover Co.	612,005
319	Hygrade Food Prods.	45,419
329	Ideal Toy	37,790
338	Ind. Cits for Nixon & Lodge	32,297
186	Independent Television Co.	315,430
247	Insurance Co. of N. Amer.	138,394
149	International Parts	552,183
211	International Shoe	228,377
335	Jantzen	35,920
348	Jaymar-Ruby	25,179
171	Jergens, Andrew	397,224
278	Johns-Manville	100,497
305	Johnson, Howard D.	55,496
41	Johnson & Johnson	4,297,630
25	Johnson, S. C., & Son	8,103,747
40	Kaiser Industries	4,448,040
173	Kayser Roth	394,705
18	Kellogg	9,900,196
150	Kemper Insurance	551,526
159	Kendall Co.	476,444
49	Kimberly-Clark	3,524,286
*331	Kiwi Polish Co.	37,768
314	Knapp-Monarch	47,160
266	Knox, C. B., Gelatine	116,325
*339	Kurlash Co.	31,960
*269	Lanolin Plus	114,270
198	Lanvin Parfuns	260,563
*320	Lawry's Foods	45,000
98	Leeming, Thos., & Co.	1,188,960
181	Lehn & Fink Prods.	358,316
*276	Lenox Inc.	106,840
3	Lever Brothers	28,613,140
260	Lewis Howe	119,770
164	Libbey-Owens-Ford	429,160
15	Liggett & Myers	10,991,624
293	Lincoln Nat'l. Life Ins.	73,815
330	Lionel Corp.	37,790
*324	Little Crow Milling	42,000
96	Longines-Wittnauer	1,192,020
26	Lorillard, P.	7,755,281
140	Ludens Inc.	601,020
124	M & R Dietetic Labs.	727,151
*327	Malt-O-Meal	39,705
228	Manhattan Shirt	177,853
105	Mars Inc.	1,120,670
79	Massey-Ferguson	1,667,479
93	Mattel Inc.	1,272,690
*232	McCall Corp.	162,165
80	Mennen Co.	1,621,120
102	Mentholatum Co.	1,148,774
20	Miles Laboratories	6,839,446
170	Miller Brewing	408,940
*312	Miller Brothers Hat	48,018
298	Minn. Mining & Mfg.	70,176
162	Minute Maid	443,309
116	Mogen David Wine	938,889
270	Mohasco Industries	114,075
250	Monsanto Chemical	135,720
54	Mutual Benefit Health & Acn't.	3,036,436
17	National Biscuit	10,347,922
188	National Brewing	300,682
24	Nat'l. Dairy Prods.	8,529,811
155	Nat'l. Grape Co-Op.	511,220
265	Nat'l. Nixon-Lodge Clubs	116,550
219	Nat'l. Presto Industries	201,364
146	Nat'l. Repub. Congress Comm.	568,150
290	Nat'l. Repub. Senatorial Comm.	77,205
82	Nestle Co.	1,611,156
*342	N. E. Mutual Life Ins.	30,223
126	N. Amer. Philips Co.	707,302
179	N. Amer. Van Lines	367,170
*343	North Woods Coffee	30,000
262	Northam Warren	117,870
189	Norwich Pharmacal	298,788
72	Noxzema Chemical	1,906,269
272	Ocean Spray Cranberries	113,540
323	Ohio Oil	42,686
227	Old London Foods	179,850
71	Olin Mathieson	2,190,483
221	Outboard Marine Corp.	194,033
192	Pabst Brewing	276,799
185	Palm Beach Co.	316,430
187	Pan Amer. Coffee Bureau	314,734
65	Pet Milk	$ 2,529,401
*282	Peter Pan Foundations	90,630
117	Peter Paul	879,249
191	Phila. & Reading Corp.	280,348
218	Philco Corp.	204,586
13	Philip Morris	11,245,448
*204	Phillips Petroleum	244,056
166	Phillips-Van Heusen	425,524
37	Pillsbury Co.	4,927,310
85	Pittsburgh Plate Glass	1,374,266
*104	Plough Inc.	1,124,788
63	Polaroid Corp.	2,755,186
152	Polk Miller Prods.	544,454
242	Pond, A. H., Co.	146,170
1	Procter & Gamble	46,406,679
*113	Proctor-Silex Corp.	950,698
46	Prudential Insur.	3,766,861
70	Purex Corp.	2,279,952
55	Quaker Oats Co.	3,022,574
47	Radio Corp. of America	3,735,367
307	Rainbow Crafts	54,000
30	Ralston Purina	6,067,040
252	Reader's Digest Assn.	133,599
168	Realemon-Puritan	421,303
345	Reardon Co.	26,940
318	Reddi-Wip	45,486
315	Remco Industries	46,000
74	Renault Inc.	1,898,117
292	Renuzit Home Prods.	75,700
195	Republican Nat'l. Comm.	265,178
*286	Restenic Corp.	80,087
183	Retail Clerks Internat'l Assn.	325,935
42	Revlon	4,219,880
106	Rexall Drug & Chem.	1,114,560
60	Reynolds Metals	2,818,160
7	Reynolds, R. J.	15,891,416
67	Richardson Merrell	2,374,527
304	Rock of Ages	56,784
176	Sandura Co.	386,729
216	Savings & Loan Foundation	212,429
*326	Schaper Mfg.	40,000
64	Schlitz Brewing	2,625,530
44	Scott Paper	4,020,948
235	Scovill Mfg.	160,494
212	Scripto Inc.	226,120
*277	Sealright Oswego Falls Corp.	100,504
268	Sealy Inc.	114,716
59	Sears, Roebuck	2,827,765
107	Seven-Up	1,090,850
224	Shattuck, Frank G., Co.	189,785
193	Shell Oil	274,028
244	Shulton Inc.	139,578
222	Shwayder Bros.	192,580
68	Simoniz Co.	2,331,275
197	Sinclair Oil	262,690
94	Singer Mfg.	1,245,351
*334	Smith-Corona Marchant Inc.	35,956
264	Smith, Kline & French Labs.	116,675
*325	S. & N. Cal. Renault Dealers	41,740
340	Spalding, A. G.	31,000
120	Speidel Corp.	830,108
62	Sperry Rand Corp.	2,783,184
178	Staley, A. E., Mfg.	373,180
58	Standard Brands	2,887,140
281	Standard Oil Co. of Calif.	94,007
161	Standard Oil Co. of Ind.	448,079
121	Standard Oil Co. of N. J.	786,155
*172	Standard Triumph Motor	395,582
*287	Stanley-Warner	77,850
114	State Farm Mutual Auto. Ins. Co.	948,953
300	Steel Co's Coordinating Comm.	65,010
8	Sterling Drug	15,358,919
*230	Stewart-Warner	167,676
123	Stokely-Van Camp	728,127
301	Stroh Brewery	63,228
108	Studebaker-Packard	1,064,249
75	Sunbeam	1,825,112
144	Sunshine Biscuits	573,701
66	Sweets Co. of Amer.	2,484,559
86	Swift & Co.	1,366,220
207	Technical Tape Corp.	236,818
11	Texaco Inc.	12,161,822
*220	Top Value Enterprises	200,275
217	Travelers Insurance	208,678
*127	20th Century Fox Film	698,950
91	Union Carbide	1,304,462

*New to network television

VITAL...

TO STAND ON SOLID SALES GROUND IN NORTHWESTERN OHIO AND SOUTHERN MICHIGAN, YOU NEED

WSPD-TV

the station with the new 1000-foot tower reaching 443,400 homes. This is solid coverage in the 2-billion-dollar market which is

TOLEDO

A STORER STATION • Represented by The Katz Agency

Rank	Company	Expenditure
151	Union Oil Co. of Cal.	548,176
*254	Union Wadding Co.	132,482
*158	U. S. Borax & Chem.	483,398
175	U. S. Brewers Foundation	390,015
53	U. S. Steel	3,298,618
115	U. S. Time Corp.	945,913
208	U. S. Tobacco	234,728
109	VanCamp Sea Food	1,032,380
231	Volunteers for Nixon & Lodge	165,089
203	Wander Co.	246,661
215	Ward Baking Co.	213,410
33	Warner Lambert Pharm.	5,464,060
336	Washington, State of	32,902
160	Watchmakers of Switzerland	458,190
*263	Watkins Products Inc.	117,168
210	Wembley Inc.	230,311
*309	West Bend Aluminum	51,000
*239	Western Tablet & Stationery	152,730
*283	Westgate Calif. Corp.	90,090
21	Westinghouse Electric	8,825,165
259	Whitman, S. F. & Son	120,915
*321	Williams Furniture	43,771
27	Williams, J. B., Co.	7,629,626
234	Williamson Dickie	160,694
133	Wrigley, Wm., Jr.	616,248
*201	Wurlitzer Co.	255,220
237	Wyler & Co.	157,000
347	Yardley of London	25,600
245	Zenith Radio	139,088

*New to network television

Business briefly...

Coca-Cola Ltd., Toronto, Ont., has signed a one-year contract for a weekly half-hour program on four Canadian fm stations, the first major national commercial program on such stations in Canada. Coca-Cola will use CHFI-FM Toronto, Ont.; CKVL-FM Verdun, Que.; CFRA-FM Ottawa, Ont.; and CJOB-FM Winnipeg, Man. Account was placed by McCann-Erickson Canada Ltd., Toronto, and stations are represented by Radio & Television Sales Inc., Toronto.

American Tobacco Co. (Lucky Strike cigarettes), N. Y., soon will be in 50-60 markets with a 20-week spot radio campaign that's already started in a few markets. The current tv spot drive for Lucky Strike is slated to end May 20. Agency: BBDO, N. Y.

Minute Maid Corp. (Snow Crop new process frozen orange juice), Orlando, Fla., is launching a saturation tv spot campaign that will be fully underway in most major markets by May 1. The spot orders are planned on a 52-week basis. Agency: Kastor, Hilton, Chesley, Clifford & Atherton, N. Y.

Dow Chemical Co., Midland, Mich., will sponsor an hour-long tv special next season starring Judy Garland, but the network and date are unannounced. Format and production plans for the show, which will be pre-taped, are currently being developed. Miss Garland's first tv appearance was on CBS-TV on Sept. 24, 1955. Agency: MacManus, John & Adams, N. Y.

Procter & Gamble Co., Cincinnati, will sponsor *The Dean Martin Show*, a color special, on NBC-TV April 25 (Tue. 10-11 p.m. EST). Appearing with Mr. Martin will be Tony Martin, Tina Louise and Andy Griffith. The program will be produced by Alan Handley and directed by Greg Garrison. Agency: Benton & Bowles, N. Y.

STATION BREAK HASSLE

Second-saving situation seemingly serious; Networks undaunted despite Y & R rebellion

A controversy was taking shape last week that is expected to thrust some advertising agencies into a heated dispute with the television networks over plans to expand evening station break time.

Young & Rubicam, New York, in a series of sharply-worded telegrams, last Thursday (April 13) became the first agency to come out openly with criticism of ABC-TV's declared policy to lengthen evening station breaks from 30 seconds to 40 seconds, and of CBS-TV's tentative proposal to expand the breaks from 30 to 42 seconds after half-hour shows and from 60 to 70 seconds after hour-long programs. The belief in advertising circles at week's end was that other agencies with heavy investments in network program sponsorship might follow Y&R's lead.

George H. Gribbin, Y&R president, sent telegrams to ABC, CBS and NBC in which he explained the agency's position on the matter, urging that station break time practices remain unchanged.

His telegram to ABC was most outspoken, since that network already has announced that the 40-second station break will go into effect with the start of the 1961-62 season. CBS-TV, which had announced its plans to agencies on April 7, was advised by Mr. Gribbin to reconsider its proposal, although the network had said it would not implement it unless other networks instituted expanded nighttime station breaks. Mr. Gribbin urged NBC-TV, which has made no announcements on the subject, to maintain a position of "no lengthening" of station break time. Mr. Gribbin sent copies of each of the telegrams to LeRoy Collins, NAB president, for his information.

In his telegram to Oliver Treyz, ABC-TV president, Mr. Gribbin made these observations in "protesting" the pending expansion of station break time from 30 to 40 seconds:

- This move is a "direct infringement upon responsible use of the free airwaves granted to networks and stations by all the people."
- The pending change appears to be "in violation of the spirit, if not the letter, of the code of the NAB, subscribed to by stations and networks."
- If executed, the move could be "another step toward a chaos of commercialism" extending from coast to coast.
- Such a reduction of program time is, in effect, an increase in network rate time since the time is being taken away from purchasers of programs without compensation by a proportionate decrease in charges.
- Increased time placed in the hands of affiliates "will increase the difficulties in policing schedules."

Mr. Treyz replied by wire almost immediately. He advised Mr. Gribbin that ABC-TV had made known its policy on Feb. 1, "prior to the start of the 1961-62 selling season." He pointed out, too, that ABC-TV to date has accepted tv network business in the amount of approximately $200 million, including orders from Young & Rubicam, in accordance with the revised station break policy.

Mr. Treyz stated that the network "deliberately" had announced its policy "well in advance" of the normal buying season so that agencies and advertisers would know what they were buying. He added pointedly:

"It would seem to us therefore that your controversy may be with other networks, who, we understand, in response to our leadership, are attempting retroactive changes by proposing to alter terms and conditions of business already placed and accepted by them."

It was estimated that Y&R places at least $6 million on ABC-TV's nighttime schedule and a substantial amount of daytime business.

Spokesmen for CBS-TV and NBC-TV declined to comment on Mr. Gribbin's telegram. Industry observers believed that since ABC-TV is emphatic in its decision to lengthen the station break time, CBS-TV undoubtedly will proceed with its contemplated changes and NBC-TV, for competitive reasons, may have to follow.

CBS-TV's letter to agencies, dated April 7, 1961, said the network is considering adoption of longer station breaks and said these plans may provide for either a 42-second break (in lieu of 30 seconds) at the end of each nighttime program or a 70-second station break at the end of certain programs which are sold on a participating basis. The letter, signed by William H. Hyland, vice president, sales administration, said these changes would not be implemented "unless it becomes necessary, competitively, to make such expanded nighttime station breaks available to our affiliates."

The San Francisco picture:

KRON-TV

had more viewers

than any other television station

in Northern California

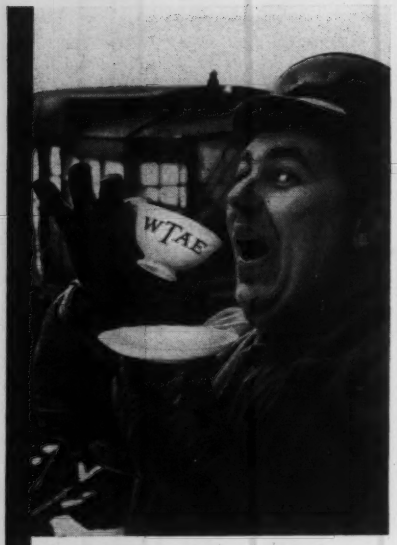
every month

for the last three years

1958 1959 1960

San Francisco Chronicle
NBC—Channel 4
Peters, Griffin, Woodward

Source: ARB Reports
Total Homes Reached Per
Average Quarter Hour



Take TAE and see

how to get to the top in the PITTSBURGH Market

If you want to get to the top in the Pittsburgh Market, start by buying WTAE, the TV station that delivers the most homes reached at the lowest cost per thousand. If you have any question about the changed TV picture in Pittsburgh, and WTAE's rise to dominance, consult your Katz representative for the figures. Also ask him to tell you about the increasing number of local TV favorites now on WTAE, as well as an increasing number of the city's most prominent local advertisers. It's hard to stop a trend, and the overwhelming trend in Pittsburgh is to WTAE.

BASIC ABC IN PITTSBURGH

WTAE BIG TELEVISION IN PITTSBURGH CHANNEL 4

JFK AT NAB CONVENTION

Will appear before joint opening session May 8; H E W Secretary Abraham Ribicoff also scheduled

NAB's featured star will be President John F. Kennedy.

LeRoy Collins, association president, announced April 13 the Chief Executive will take part in the formal convention opening in Washington May 8.

Although President Kennedy had been invited some weeks ago, final details had not been worked out until April 8 when the White House notified Gov. Collins the invitation had been accepted.

The Chief Executive will be introduced to the NAB delegates by Gov. Collins, who presented then Sen. Kennedy to the Democratic convention in Los Angeles last summer while serving as permanent chairman of the nominating proceedings.

Dwight W. Martin, WAFB-TV Baton Rouge, La., co-chairman of the NAB convention committee, will preside at the formal opening. Merrill Lindsay, WSOY-AM-FM Decatur, Ill., the other co-chairman, will preside at the May 8 luncheon at which the keynote address will be given by Gov. Collins (convention program in April 10 BROADCASTING).

Judge Justin Miller, former NAB president and board chairman, will be awarded the NAB's 1961 Distinguished Service Award at the formal opening. Others participating will be the Most Rev. Philip M. Hannan, Vicar General of the Archdiocese of Washington, who will deliver the invocation, the U. S. Marine Band and a Joint Service Color Guard.

Minow's Debut ▪ FCC Chairman Newton N. Minow will be luncheon speaker May 9 at the ownership-management session. Concurrent meetings will be held during the May 7-10 convention period by the NAB Engineering Conference.

A second high administration figure will take part in the convention—Abraham Ribicoff, Secretary of Health, Education & Welfare. He will address the ownership-management luncheon May 10, the final day. Acceptance by Gov. Ribicoff completed the list of speakers for the industry's annual meeting.

Several additions to the agenda of National Assn. of Fm Broadcasters were announced last week by Fred Rabell, KITT (FM) San Diego, president. The association will meet Saturday, May 6 and the next morning, joining in the NAB Fm program in the afternoon (see NAFMB story, page 44).

Among side meetings to be held during the convention are sessions of the Assn. of Maximum Service Telecasters. Lester W. Lindow, executive director, said the AMST board will meet May 6, 6:30 p.m., at the Broadcasters Club; May 7, 9:30 a.m., membership meeting, Palladium Room, Shoreham Hotel; May 8, 8:30 a.m., board meeting; May 8, dinner meeting of technical committee at the Mayflower Hotel.

A labor clinic in which contract negotiations and language will be emphasized is scheduled May 10. Program features include a talk by Frank O'Connell, labor counsel for Olin Mathieson Chemical Corp., according to James H. Hulbert, NAB economics-station personnel manager. Mr. Hulbert and his assistant, David L. Doughty, will discuss secondary boycotts.

Ward L. Quaal, WGN-AM-TV Chicago, chairman of the NAB Labor Advisory Committee, will report on efforts to improve contract negotiations between networks-advertisers and American Federation of Television & Radio Artists and Screen Actors Guild. Mr. Quaal will moderate a workshop session. Richard Freund, ABC vice president, will report on network agreements with National Assn. of Broadcast Employes & Technicians.

Meanwhile at the Shoreham ▪ Engineering conference topics cover a wide range of technical developments, including remote control, color tv, power supplies and space satellites. President Collins will greet technical delegates May 8 at the first session. A. Prose Walker, NAB engineering manager, will preside and Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., will be session coordinator. Engineers will join owner-management delegates for the formal opening to be addressed by President Kennedy.

Luncheon speakers at the engineering conference will be Henry Loomis, Voice of America director, May 8; Maj. Gen. J. B. Medaris, Lionel Corp., former chief of the Army missiles and space programs, May 9; Dr. Edward Teller, U. of California, "father of the hydrogen bomb," May 10.

Raymond F. Guy, retired NBC senior staff engineer who is now a consultant, will be presented the 1961 NAB Engineering Achievement Award. Virgil Duncan, WRAL-TV Raleigh, N. C., heads the NAB arrangements committee for the conference's five techni-

Take TAE and see

how to get to the top in the **PITTSBURGH** market

The Duquesne Incline, a unique holdover from the turn of the century. As you ride to the top, you get a dramatic view of Pittsburgh's renaissance.

WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4

BASIC ABC IN PITTSBURGH
REPRESENTED BY THE KATZ AGENCY

cal sessions. Two joint meetings will be held with owner-management delegates. Mr. Duncan will review the broadcast equipment exhibits at the opening technical session May 8.

A score of technical papers will be read at joint radio-tv engineering sessions Monday and Wednesday afternoons and at separate radio and tv sessions Tuesday morning. George W. Bartlett, recently named NAB acting engineering manager upon Mr. Walker's move to Collins Radio Corp., will preside at the Monday afternoon session with Benjamin E. Windle, WCLT-AM-FM Newark, Ohio, as coodinator.

The Monday afternoon program includes: George Jacobs, chief of VOA frequency division, VOA report prepared with Edgar T. Martin, VOA engineering manager; Robert Morris, ABC, semi-conductor high-voltage power supplies for transmitters; George Hixenbaugh, WMT-AM-TV Cedar Rapids, Iowa, exchange of technical information; George S. Turner, FCC chief of field engineering-monitoring bureau, renewal inspections; John Wentworth, RCA, transistors in broadcast studio equipment design.

Leslie S. Learned, MBS engineering director, will preside Tuesday morning at the radio session with Clure Owen, ABC, as coordinator. The speakers: A. H. Bott, RCA, effect of swr on cross-modulation of fm multiplex; R. S. Bush, Gates Radio Co., power dividers for directional antenna systems; William A. Kennedy, Collins Radio, fm antenna mounting; Mr. Braun, acoustical design and studio characteristics; Bernard Wise, Industrial Transmitters & Antennas, fm engineering.

J. D. Bloom, WWL New Orleans, will preside at the concurrent tv session with Jack Petrik, KETV (TV) Omaha, as coordinator. The speakers: Prof. William L. Hughes, Iowa State U., use of color field redundancy in simplifying color tv transmission; Richard H. Edmondson, RCA, automation at WRC-TV Washington; Ben Wolfe, WJZ-TV Baltimore, 20 millimicrosecond d.c. pulser and transistorized video distribution amplifier; A. C. Angus, General Electric Co., large station audio system; Kenneth LiDonnici, Fairchild Camera & Instrument Co., 8mm magnetic sound film in tv; L. W. Weiland, Ampex Corp., time base stability in video recording.

William S. Duttera, NBC, will preside at the final technical session Wednesday with Mr. Bartlett as coordinator. The speakers: Adrian B. Ettlinger, CBS-TV, computer control of program switching; Gene Ellerman, WWTC Cadillac, Mich., fireproof buildings that burn; Bernard Nadler, Adler Electronics, vhf translators; Jean Felker, AT&T, satellite communications; Ogden L. Prestholdt, CBS-TV, am remote control operations.

WBBM-TV precedes editorials with documentary

WBBM-TV Chicago rarely gives an on-the-air editorial, but when it does, the CBS-owned station puts real sock into it. The station precedes the editorial presentation by a documentary report on the problem which will be the subject of discussion.

Vice President and General Manager Clark B. George voiced WBBM-TV's second editorial. Titled "Justice Denied," the short but pointed comment called for passage of state legislation that would increase the number of Cook County Superior Court judgeships. Why? To help break a logjam of court cases, especially suits involving personal damage, chiefly from auto accidents. Even a simple case today takes six years to come to trial, WBBM-TV said.

In the documentary preceding Mr. George's appearance, WBBM-TV showed scenes from a typical auto accident involving personal injury and property damage. Scenes from a mock jury trial followed, to emphasize the amounts of time, space and people involved in such a case. Interviews with judges and lawyers representing various groups both for and against the proposed legislation concluded the documentary giving equal time to all sides in the issue.

Film shot shows court clerk examining one of 65,000 cases now in log jam

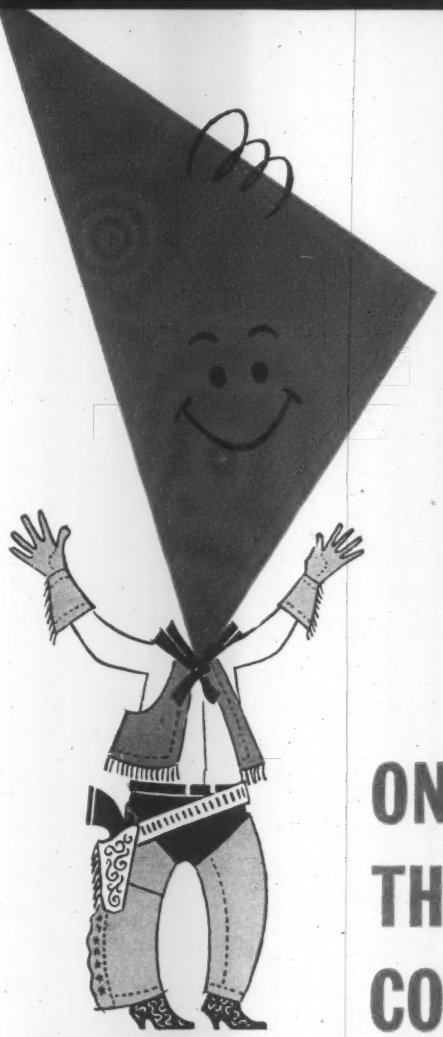
NAFMB elects directors; Adds to May meet agenda

Eight regional directors have been elected by the National Assn. of Fm Broadcasters, according to vote results announced last week by President Fred Rabell KITT (FM) San Diego, Calif. Several additions to the NAFMB program (BROADCASTING, April 10) to be held May 6-7 prior to formal opening of the NAB Washington convention also were announced by Mr. Rabell.

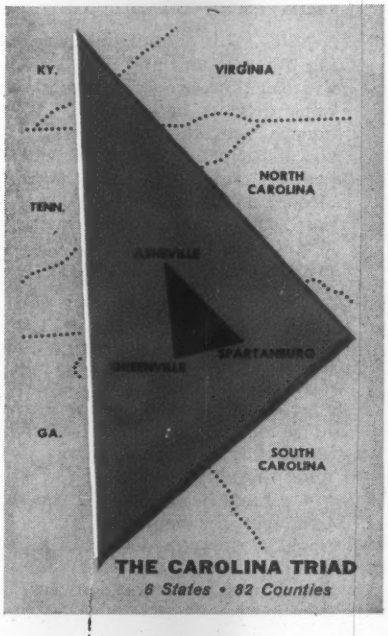
Elected NAFMB regional directors were T. Mitchell Hastings Jr., Concert Network (re-elected); John Reynolds, WJBR(FM) Wilmington, Del.; William Baird, WFMB(FM) Nashville, Tenn.; Frank Knorr Jr., WPKM(FM) Tampa, Fla. (re-elected); Harold Tanner, WLDM(FM) Detroit; Bill Drenthe, WCLM(FM) Chicago; Lynn Christian, KHGM(FM) Houston, (re-elected); and Arthur Crawford, KCBH(FM) Los Angeles.

Taking part in a May 6 afternoon panel on production and aids, including automation, will be Mr. Hastings; Paul Schafer, Schafer Custom Engineering; John Esau, Programatic Broadcasting Service; David Bennett, Triangle Stations. Bill Tomberlin, KMLA(FM) Los Angeles, will be moderator. A sales seminar will feature Frank Gallagher, of Gallagher, Evans & Dill Adv. Agency, Wilmington; Shirl K. Evans Jr., WFBM-FM Indianapolis, and Mr. Tanner.

Added to the May 7 fm profile session were Mr. Hastings, Karl Kritz, WPFM(FM) Providence, R. I., John McGorrill, WMTW-FM Mt. Washington, N. H., Messrs. Baird, Tanner and Crawford, Garry Gielow, KPEN(FM) San Francisco, and David Green, KXTR(FM) Kansas City.



ONLY WLOS-TV HAS THE CAROLINA TRIAD COVERED!



THE CAROLINA TRIAD... a two-billion-dollar market . . . stretches across 82 counties in 6 states!

ONLY WLOS-TV covers the Carolina Triad with unduplicated network signal . . . gives you net weekly circulation of 301,600*!

*1960 ARB coverage study

WLOS-TV abc

Serving

GREENVILLE — ASHEVILLE — SPARTANBURG

A Wometco Enterprises, Inc., Station

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.

ARE CBS-TV AND NBC-TV COPYCATS?

Treyz says they imitate ABC-TV's successful programs

CBS-TV and NBC-TV were criticized last week by Oliver A. Treyz for "copying" ABC-TV programming concepts and thereby limiting the choice of the viewing public.

The ABC-TV president expressed his views in an address last Wednesday (April 12) before the Cincinnati Advertising Club. Though Mr. Treyz did not call CBS-TV and NBC-TV by name, he referred to them as the "old-line networks." He claimed that when ABC-TV began building up audiences and attracting advertisers with its emphasis on action-adventure and westerns, the other networks followed this approach instead of adopting a "counter-programming" policy.

As an example, Mr. Treyz cited the case of ABC-TV's *77 Sunset Strip*, which gained audience superiority in its Friday night time slot, and resulted in another network scheduling a similar action-adventure show against it. He called this "precisely the competition in kind that of necessity cuts down tv's diversity and narrows its scope. . . . And in this case, as in most instances, the imitative show gets far less audience than the original."

'Mitch' Vs. 'Strip' ▪ On the other hand, Mr. Treyz pointed to the successful move made by NBC-TV against *77 Sunset Strip* with *Sing Along With Mitch*. He acknowledged: "We don't make it a habit to publicize the success of a rival network. But neither should we overlook a fresh approach on any network. In this instance, *Sing Along* dramatically emphasizes the case for imaginative counter-programming as a stimulus to increased viewer interests. Television's law of audience magnetism is very close to the natural laws of magnetism; likes repel, and opposites attract."

Mr. Treyz asserted that a "balanced diet of contrasting program appeals" appears to be the logical prescription for maintaining "diversity and vitality" in television. ABC-TV, he said, is attempting to appeal to the diverse groups that comprise the tv audience and pointed to these developments:

- Children and teen-agers are exposed to such public service-adventure programs as *High Road, Bold Journey* and *Expedition* on ABC-TV. The network is planning a late afternoon news program aimed at teen-agers and is scheduling the Winston Churchill series in a time period that will encourage viewing by youngsters.
- The senior citizens have available such programs as the Lawrence Welk telecasts and ABC-TV's extensive sports coverage, which also appeal to other age groups.
- The selective viewer has such tv fare as Bell & Howell's *Close-Up* and the Churchill series at his disposal.

Mr. Treyz said that ABC-TV constantly aims to counter-program, and in 1961-62, the network is reducing the number of its westerns; developing new forms of cartoon programs (*Top Cat* and *Calvin and the Colonel* will be added for next season, supplementing this year's *The Flintstones*), and is building a news staff with the emphasis on the working reporter, rather than the face before the camera.

He urged that each of the networks strike out on its own, developing "its own vitality, its own individuality, its own uniqueness and personality," and added:

"When the country has three such networks, it will enjoy full, rich, diversified, total television service."

Oliver Treyz, (c) president of ABC-TV, visited with officials of Taft Broadcasting Co., owners of ABC-TV's new Cincinnati affiliate, WKRC-TV, while he was in town to address the local Advertising Club. Chatting with him are (l to r) John Murphy, vice president in charge of Crosley Broadcasting Corp.; Hulbert Taft Jr., president, Taft Broadcasting Co.; David G. Taft, Taft executive vice president, and Sam T. Johnston, WKRC-TV manager.

How to get air time

Thousands of radio and tv news editors and program directors owe a vote of gratitude to NAB. The association has issued a handbook for publicity chairmen, under the title, "If You Want Air Time." Twice it stresses the protocol of calling on broadcasters—that you don't just walk in unannounced. Make an appointment, the pamphlet says. People working in radio and tv are no different from people in other business, it says, "except that they probably are more pressed for time than most."

The 18-page booklet is for distribution by local radio and tv stations to civic clubs and other non-profit organizations which seek air time. The book points out specifically that broadcasters are under no obligation to grant free time to any group, but pride themselves on being alert to the public service needs of the community. The booklets are available to NAB members only, at 15 cents a copy; 12 cents each in lots of 100.

NBC-TV drops program unit

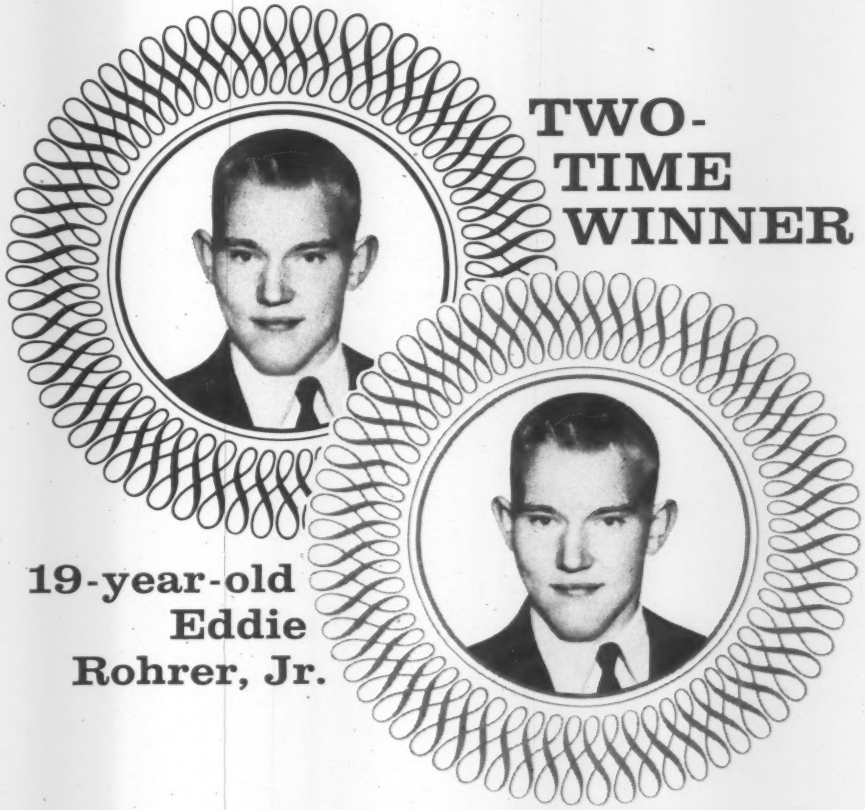
NBC-TV is eliminating its participating program unit and main administrative functions are being integrated into other network departments. As consequence, network reports, Jerry A. Danzig, participating programs vice president, is resigning. Also announced: election of Theodore H. Walworth Jr., newly-appointed general manager of WNBC-AM-FM-TV New York, to vice president (WEEK'S HEADLINERS, April 3).

KLRN (TV) asks advice

KLRN (TV) Austin, Tex., a new educational station on ch. 9 expected to go on the air in 1962, currently is conducting a program survey to determine the needs of its area.

Operated by the U. of Texas on contract with the Southwest Texas Educational Television Council, KLRN is seeking advice on programming by questionnaires to key citizens in the surrounding communities as to program ideas.

TWO-TIME WINNER



19-year-old Eddie Rohrer, Jr.

In April, KDKA-TV received the duPont award for public service programming. ◎ The citation carried with it a cash award of One Thousand Dollars ($1,000.00), and the station was afforded the privilege of granting a scholarship for that amount. ◎ A year earlier, the station had won the Edison Award for service to youth. It, too, carried a cash award which KDKA-TV decided to turn into a scholarship fund. Only question: how do you choose from thousands of students the one most deserving? ◎ KDKA-TV officials turned the problem over to Pittsburgh educational leaders. Eddie Rohrer was selected. ◎ He began his studies and did exceptionally well. But throughout the year, Eddie pondered: how would he complete his college education? ◎ Luckily, the same question occurred to KDKA-TV officials upon receipt of the duPont award.

KDKA-TV Pittsburgh, Pa. WESTINGHOUSE BROADCASTING CO., INC. Represented by TvAR

274 broadcasters win safety awards

180 RADIO, 67 TV STATIONS, 7 NETWORKS HONORED

The National Safety Council's 1960 public interest awards "for exceptional service to safety" were announced Thursday in Chicago. The noncompetitive honors went to 180 radio and 67 tv stations and 2 tv and 5 radio networks. Awards also went to other mass media, and advertisers.

Network winners included CBS Radio and CBS-TV, CBC Radio and CBC-TV, NBC Radio, Mutual and California Farm Network. The broadcaster and advertiser winners also will be considered for the Alfred P. Sloan Awards for Highway Safety to be made May 16 in New York. NSC's public interest awards recognize initiative and originality by the mass media in promoting accident prevention.

Tv station winners:

Armed Forces Tv, Spangdahlem, Germany; CKSO-TV Sudbury, Ont.; KABC-TV Los Angeles; KARD-TV Wichita; KCMO-TV Kansas City; KDKA-TV Pittsburgh; KELO-TV Sioux Falls; KFRE-TV Fresno; KGW-TV Portland, Ore.; KIRO-TV Seattle; KMTV (TV) Omaha; KOVR (TV) Stockton, Calif.; KPIX (TV) San Francisco; KRLD-TV Dallas; KRON-TV San Francisco; KSOO-TV Sioux Falls.

KTNT-TV Tacoma; KTRK-TV Houston; KTVH (TV) Wichita; KTVR (TV) Denver; KVTV (TV) Sioux City; KWTV (TV) Oklahoma City; KYW-TV Cleveland; WAGA-TV Atlanta; WBTV (TV) Charlotte; WBTW (TV) Florence, S. C.; WCBS-TV New York; WCET (TV) Cincinnati; WCPO-TV Cincinnati; WDAU-TV Scranton; WDSU-TV New Orleans; WFBC-TV Greenville, S. C.; WFBM-TV Indianapolis.

WFLA-TV Tampa; WGAL-TV Lancaster, Pa.; WGN-TV Chicago; WGR-TV Buffalo; WHIO-TV Dayton; WJW-TV Cleveland; WKJG-TV Fort Wayne; WLOS-TV Asheville, N. C.; WLW-D (TV) Dayton; WLW-I (TV) Indianapolis; WLW-T (TV) Cincinnati; WMAZ-TV Macon, Ga.; WMCT (TV) Memphis; WNBC-TV New York; WNED-TV Buffalo; WNHC-TV New Haven; WOW-TV Omaha.

WPRO-TV Providence; WQED (TV) Pittsburgh; WRBL-TV Columbus, Ga.; WRC-TV Washington; WRVA-TV Richmond; WSAZ-TV Huntington, W. Va.; WSB-TV Atlanta; WSVA-TV Harrisonburg, Va.; WSYR-TV Syracuse; WTAE (TV) Pittsburgh; WTIC-TV Hartford; WTVC (TV) Chattanooga; WTVT (TV) Tampa; WVUE (TV) New Orleans; WWJ-TV Detroit; WWL-TV New Orleans; WYES (TV) New Orleans.

Radio station winners:

CFPL London, Ont.; CHED Edmonton, Alta.; CHIC Brampton, Ont.; CHLO St. Thomas, Ont.; CHML Hamilton, Ont.; CHUM Toronto, Ont.; CKPC Brantford, Ont.; CKSL London, Ont.; CKSO Sudbury, Ont.; KABC Los Angeles; KAYO Seattle; KBAM Longview, Wash.; KBHS Hot Springs, Ark.; KBIZ Ottumwa, Iowa; KBON Omaha; KCHE Cherokee, Iowa; KCRS Midland, Tex.

KDHL Faribault, Minn.; KDUB Lubbock, Tex.; KDWB St. Paul; KELO Sioux Falls; KERG Eugene, Ore.; KEWB Oakland, Calif.; KEYZ Williston, N. D.; KFAB Omaha; KFOR Lincoln, Neb.; KFOX Long Beach, Calif.; KFRE Fresno, Calif.; KGBX Springfield, Mo.; KGEE Bakersfield, Calif.; KGGF Coffeyville, Kan.; KHQ Spokane; KING Seattle; KJOY Stockton, Calif.; KKAN Phillipsburg, Kan.; KLAC Hollywood; KLIK Jefferson City, Mo.; KLON Long Beach, Calif.; KMMJ Grand Island, Neb.; KMNS Sioux City; KMOX St. Louis; KNCM Moberly, Mo.; KOIN Portland, Ore.; KONO San Antonio; KPAY Chico, Calif.; KPOJ Portland, Ore.; KQTE Missoula, Mont.; KRIZ Phoenix; KRKC King City, Calif.; KRLA Pasadena; KRLD Dallas; KSDS San Diego, KSLU Canton, N. Y.; KSOO Sioux Falls; KSRV Ontario, Ore.; KSTN Stockton, Calif.; KTIP Porterville, Calif.; KTNT Tacoma; KTRE Lufkin, Tex.; KVI Seattle; KVOE Emporia, Kan.; KVOZ Laredo, Tex.; KWG Stockton, Calif.; KXOL Fort Worth; WABZ Albemarle, N. C.; WAKR Akron; WARM Scranton; WAUB Auburn, N. Y.; WAVE Louisville; WAVI Dayton.

WAVZ New Haven; WBMC McMinnville, Tenn.; WBOE Cleveland; WBVP Beaver Falls, Pa.; WBZ Boston; WCAE Pittsburgh; WCCC Hartford; WCFL Chicago; WCMO Marietta, Ohio; WCOG Greensboro, N. C.; WCPO Cincinnati; WCRE Cheraw, S. C.; WDEL Wilmington; WDSU New Orleans; WEAN Providence; WEBB Baltimore; WEEI Boston.

WEJL Scranton; WELS Kingston, N. C.; WENN Birmingham; WERE Cleveland; WESB Bradford, Pa.; WFBE Flint, Mich.; WFBM Indianapolis; WFLA Tampa; WFLO Farmville, Va.; WFPG Atlantic City; WFYI Garden City, N. Y.; WGAR Cleveland; WGBI Scranton; WGN Chicago; WHAS Louisville; WHEC Rochester; WHER Memphis.

WHIO Dayton; WHK Cleveland; WHTC Holland, Mich.; WHYE Roanoke; WIBC Indianapolis; WIBG Philadelphia; WICC Fairfield, Conn.; WIL St. Louis; WILM Wilmington; WINA Charlottesville, Va.; WING Dayton; WIP Philadelphia; WIS Columbia, S. C.; WISN Milwaukee; WIZE Springfield, Ohio; WJMX Florence, S. C.; WJR Detroit.

WKAR East Lansing, Mich.; WKDA Nashville; WKLO Louisville; WKLZ Kalamazoo; WKMH Dearborn, Mich.; WKMI Kalamazoo; WKY Oklahoma City; WLBN Lebanon, Ky.; WLSV Wellsville, N. Y.; WLW Cincinnati; WMAL Washington; WMAQ Chicago; WMAZ Macon, Ga.; WMCA New York; WMEK Chase City, Va.; WMPS Memphis; WMRN Marion, Ohio.

WMSC Columbia, S. C.; WNEW New York; WNOE New Orleans; WOHO Toledo; WONE Dayton; WOW Omaha; WOWL Florence, Ala.; WOWO Fort Wayne; WPAR Parkersburg, W. Va.; WPEP Taunton, Mass.; WPIT Pittsburgh; WQAM Miami; WRCV Philadelphia; WREM Remsen, N. Y.; WRIP Chattanooga; WRIT Milwaukee; WRKH Rockwood, Tenn.

WRVA Richmond; WSAY Rochester; WSB Atlanta; WSBF-FM Clemson, S. C.; WSGW Saginaw, Mich.; WSMT Sparta, Tenn.;

*KLZ radio a FORMULA STATION?
*TRY THE KLZ-CBS FORMULA FOR AILING SALES
JACK WELLS
SURE... And it's a wonderful formula that combines the best of music, entertaining public service programs, timely local and national news broadcasts and top CBS network features.
The catalyst is PERSONALITY! Take "Doc" Jack Wells for instance. He's heard on KLZ every weekday afternoon from 3:30 to 4:55 and the happy blend of live and recorded music, conversation and special features he prepares is a tonic for listeners . . . and the perfect showcase for your commercial message.
KLZ radio
560 • CBS IN DENVER
Represented by Katz Agency

Why WINK-TV bought Warner's "Films of the 50's."

Says Joe Bauer:

"Every year we scour the market for better and better feature films for our sponsored Thursday night 'Variety Theatre'. With literally thousands of films to choose from, we decided the Seven Arts package is

"The sponsor is convinced his show is now giving the Fort Myers audience the best feature film entertainment that money can buy."

Warner's Films of the 50's . . . Money makers of the 60's

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue	YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill.	OR 4-5105
DALLAS: 5641 Charlestown Drive	ADams 9-2855
BEVERLY HILLS: 232 Reeves Drive	GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data)

A. J. Bauer
General Manager
WINK-TV
Fort Myers, Florida

WSNY Schenectady; WSPA Spartanburg; WSSC Sumter, S. C.; WSVA Harrisonburg, Va.; WTAX Springfield, Ill.; WTIC Hartford. WTIP Charleston, W. Va.; WTIX New Orleans; WTKM Hartford, Wis.; WTOL Toledo; WTTM Trenton, N. J.; WTXL West Springfield, Mass.; WUSJ Lockport, N. Y.; WVCG Coral Gables, Calif.; WVPO Stroudsburg, Pa.; WWDC Washington; WWJ Detroit; WWKY Winchester, Ky.; WWVA Wheeling.

Pay tv's prospects discussed in New York

Chief stumbling block to even limited expansion of pay tv is its economics: for example, to properly wire New York City it would cost an estimated $500 million. This is the opinion of Jean Dalrymple, executive producer, International Telemeter Co., pay-tv subsidiary of Paramount Pictures Inc., who spoke at the monthly meeting of the Drama Desk, an organization of New York theatre editors and reporters. She also admitted the prohibitive costs would keep pay tv from reaching as many people as does free tv.

Miss Dalrymple pointed out it costs $1.5 million to set up a wired pay tv station and $150 for each set. Because of this, Telemeter, currently conducing a pay tv experiment in Etobicoke, a suburb of Toronto, is finding it difficult to fill requests, now on file, for 40,000 pay tv sets. She further indicated this is also the reason that "Telemeter plans to go mainly into suburban areas and away from big cities."

Others joining the Drama Desk discussion, which was entitled "Will pay tv help or hurt the theatre" were Marshall Jamison, who is associated with the Zenith Radio-RKO General pay tv experiment to begin later this year in Hartford, Conn.; Carol Channing, star of *Show Girl,* the Broadway show which just completed an extended two-weeks' run on Etobicoke's pay tv system; Anne Meacham, star of *Hedda Gabler,* which will be shown to pay tv subscribers starting April 20; and Paddy Chayefsky and Tad Mosel, writers who have worked for both the theatre and television.

Mr. Jamison reported surveys taken in Hartford revealed 75% of the inhabitants wanted to see Broadway shows on pay tv. He said the Zenith-RKO General system, Teco Inc., plans 21 hours of programming a week for Hartford with motion pictures and perhaps a Broadway play once a week.

Mr. Mosel was hopeful that someone would create a new kind of theatre for pay tv, rather than borrowing from live theatre. He warned that pay tv was in danger of becoming "a kind of middle man," a relay for entertainment productions.

It was Mr. Chayefsky's contention that "there is a vast difference between a stage play and the photographed version of it." He expressed doubt that "television can present a correct version of a Broadway play."

Macfadden buys into pay tv system

BARTELL TO SEEK U.S. TV OUTLET FOR TEST

Macfadden Publications' purchase of a "substantial interest" in Teleglobe Pay-Tv System Inc., New York, was announced last week by Gerald A. Bartell, president of Macfadden and Bartell Broadcasting Corp., and Solomon Sagall, president of Teleglobe. The cost and the percentage of Macfadden's interest were not disclosed.

Macfadden and Teleglobe hope to form a separate company soon to make a commercial test of the Teleglobe system in a major area and they'll soon seek FCC approval. A company spokesman said Bartell seeks to buy a U.S. tv station to use for the pay television test.

Mr. Sagall said Teleglobe recently was granted patents in England and Italy, and has applied for U.S. patents. It differs from other pay tv systems in that only the sound is withheld and there are no decoding or unscrambling attachments at tv receiver, Mr. Sagall said. Subscribers are billed monthly by centralized metering.

Mr. Sagall, founder of Scophony Ltd., a pioneer British tv firm, said "the efficiency of Teleglobe resides in its simplicity and relatively low cost." Mr. Sagall said there is "no tampering with, or modifications of, the home receiver and no costly or involved installations."

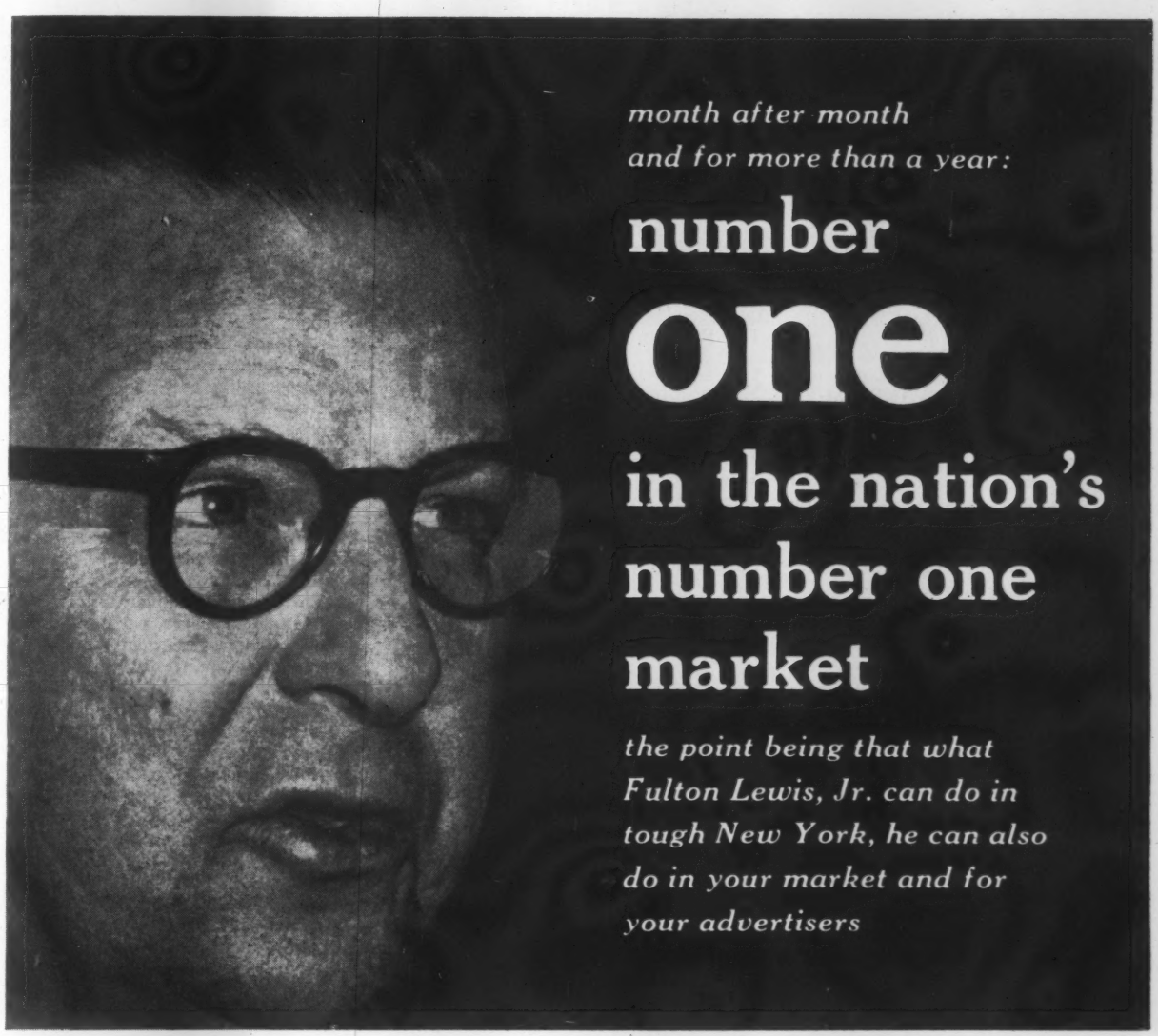
"Equally suitable for color and black-and-white programs, Teleglobe employs an audio network, using telephone lines, that withholds sound, but not picture, from all but subscribers," Mr. Sagall said. "The system is compatible with both over-the-air and coaxial-cable transmission."

Macfadden Publications, of which Bartell Broadcasting became the largest single stockholder in February, entered into the pay tv agreement because "publishing and broadcasting have a common interest, especially in serving the mass audience," Mr. Bartell said.

Bartell owns and operates WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, WOV New York, WYDE Birmingham, Ala., and KYA San Francisco.

At present there are only two prospective pay tv operations in the U. S. In Hartford, Conn., RKO General has FCC authority to run a three-year test of off-the-air Phonevision, using its ch. 18 WHCT (TV) there. In Little Rock, Ark., a local group has petitioned the Arkansas Public Utilities Commission to order Southwestern Bell Telephone Co. to furnish wire lines for a Telemeter coin-in-the-box system. This is the same system which has been operated for more than a year in Toronto, Ont.

Signing ceremonies for Macfadden Publications' purchase of an interest in Teleglobe Pay-Tv System Inc. are (l to r): Solomon Sagall, Teleglobe president; Gerald A. Bartell, president of Macfadden and of Bartell Broadcasting Corp., and Irvin S. Manheimer, Macfadden chairman.


month after month
and for more than a year:
number
one
in the nation's
number one
market
the point being that what Fulton Lewis, Jr. can do in tough New York, he can also do in your market and for your advertisers

some salable arithmetic on FULTON LEWIS, JR.

To prove what we suspected (that provocative broadcasting builds audiences), we compared Pulse ratings in New York City. Month after month and for more than a year, Fulton Lewis, Jr. has been the number one program; number one at 7 o'clock and also number one in competition with all other news and commentary programs regardless of time.

Number one market too big to relate to your sales problem? Try Richmond, where Mr. Lewis also clearly dominates the field of news commentary. Or look at the results he's achieved for a Chevrolet dealer in Demopolis, Alabama.

Does controversy count for anything? Thumb through the endorsements Mr. Lewis has received from his co-op advertisers in the savings and loan field (and who could be more sensitive to public opinion?). A Southern California institution doubles its resources in a little more than two years. A Dallas sponsor points to a 20% increase in deposits in one year. And so forth and so forth. Want a convincing sales argument? We'll gladly send you copies of many such testimonials.

What are the extras worth to your client? Aside from crackling style and ability to command loyalty from listeners, add the value of personality promotion. Mr. Lewis will tape custom introductions for your client, record commercials, provide endorsements. Mr. Lewis is not content to sell himself; he sells for your advertiser.

Why not number Fulton Lewis, Jr. among the priority programs to sell in your market or region. Contact Mutual's Cooperative Programming Dept. for the complete story.

All the arithmetic to make the sale is on your side.

MUTUAL RADIO NETWORK *A Service to Independent Stations*

1440 Broadway, New York 18, N.Y. • Subsidiary of Minnesota Mining & Manufacturing Company

3M COMPANY

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WAVY-AM-TV Portsmouth (Norfolk), Va.: Sold by Tidewater Teleradio Inc. (J. Glen Taylor, president) to Gannett Co. Inc. for a net figure of about $4.5 million. Gannett board approved acquisition last week, Paul Miller, Gannett broadcasting chief announced. Sale must be approved by WAVY owners, although this is considered a formality. Gannett owns WHEC-AM-TV Rochester, N.Y., where it publishes *Rochester Times-Union* and *Democrat & Chronicle;* WINR-AM-TV Binghamton and WENY Elmira, both New York, and WDAN Danville, Ill. It also publishes newspapers in other New York cities, New Jersey, Connecticut and Illinois. WAVY is 5 kw on 1350 kc. WAVY-FM is 26 kw on 96.9 mc. WAVY-TV, established in 1957, is ch. 10 and NBC-TV affiliated. Broker was Blackburn & Co.

▪ KTRC Santa Fe, N. M.: Sold by Garfield C. Packard to Carl S. Goodwin for $100,000. Mr. Goodwin was co-owner for the past four years of KRIG Odessa, Tex., recently sold. KTRC is 250 w on 1400 kc. Broker was Hamilton-Landis & Assoc.

▪ KSLY San Luis Obispo, Calif.: Sold by Rex O. Stevenson to Berry Broadcasters Inc. for $50,000. Berry comprises Reginald D. Streeter, John W. Barba and Sylvain Lassalette. Messrs. Streeter and Barba were formerly employed at KWIP Merced, Calif.; Mr. Lassalette is an automobile dealer. KSLY is on 1400 kc with 250 w. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 133).

▪ WKST-AM-TV New Castle, Pa.-Youngstown, Ohio: Sold by S. W. and Wanda E. Townsend to Communications Industries Inc. for $975,000 for 81.2% interest plus $200,000 to S. W. Townsend for 10 years consultancy and agreement not to compete. Sale includes option to purchase remaining stock for $225,000. Communications Industries is headed by Lazar Emanuel, New York attorney, and includes Blair Walliser and Paul Smallens. It is a majority stockholder in WACE Chicopee, Mass., WEOK Poughkeepsie, N. Y.

▪ WGSM Huntington, N. Y.: Remaining stock sold by Byron T. Sammis and others to Edward J. and Gertrude C. Fitzgerald, present 36.76% owners, for $287,885. The Fitzgeralds also own WGBB Freeport, N. Y. FCC Chairman Newton N. Minow did not participate.

▪ WPLH Huntington, W. Va.: Sold by The Tierney Co. to George H. Clinton for $125,000. Mr. Clinton has a minority interest in WTMA-AM-FM Charleston, S. C.

Record radio billing reported by Storer

The "greatest" March radio billing period in the 34-year-old history of Storer Broadcasting Co. is seen as an indicator of the end of the business recession, according to George B. Storer, chairman of the multiple broadcasting company.

Mr. Storer made his announcement at the annual Storer stockholders meeting in Miami last Wednesday.

He explained the reason for his "cautious" optimism by noting that radio reflects the broadcasting business and the overall economy more quickly than television because an advertiser can prepare a radio schedule, or increase an existing schedule, in a matter of hours.

Storer's first quarter showed a decline, mainly attributed to a dip in television sales plus the lack of a tax loss carryover included in the 1960 figures.

Announced was the election of George B. Storer Jr. to the presidency of the company; Mr. Storer Sr. retaining the chairmanship. Other new elections were also announced (see WEEK's HEADLINERS, page 10).

Earnings Dip ▪ First 1961 quarter earnings of $1,055,418 (42.6 cents per share) compared to $1,423,079 (57.5 cents per share) in the same 1960 quarter were announced at the meeting. Both are net after taxes. The 1961 earnings were based on 2,474,950 shares outstanding; 1960 on 2,474,750 shares.

One reason for the decline, it was pointed out, was that the first quarter last year included a loss tax carry-forward at WITI-TV Milwaukee. No such carryover was applicable in 1961.

Storer owns WJBK-AM-TV Detroit, WJW-AM-TV Cleveland, WSPD-AM-TV Toledo, WITI-TV Milwaukee, WAGA-TV Atlanta, WIBG Philadelphia, WGBS Miami, WWVA Wheeling (W. Va.) and KGBS Los Angeles. It also owns the *Miami Beach Sun* and a majority interest in Standard Tube Co., Detroit.

Media reports...

Lower rates ▪ WTCN-TV Minneapolis-St. Paul, which went independent yesterday (Sunday) as its ABC-TV affiliation switched to KMSP-TV there, has anounced a new rate card with lower rates effective immediately. WTCN-TV has dropped its Class AA (7:30-10 p.m.) one time one-hour rate from the

only serious buyers will learn your identity

We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. You avoid the risks of selling without our deep knowledge of markets . . . and are further protected by our reputation for reliability!

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS

NEGOTIATIONS • FINANCING • APPRAISALS

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James W. Blackburn
Jack V. Harvey
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STerling 3-4341

CHICAGO
H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

previous $1,500 to $1,200. One time one minute spot rate drops from $340 to $250. Time Inc. acknowledged the financial impact of the affiliation loss to WTCN-TV in a footnote to its 1960 financial report (BROADCASTING, April 10).

Quarterly quarter ▪ American Broadcasting-Paramount Theatres Inc., N. Y., last week declared a second-quarter dividend of 25 cents per share on common stock and the same on preferred, payable June 15 to holders of record May 19.

'Yanqui, yes!' ▪ WRUL New York, international short-wave radio station, last week started to broadcast in Spanish a schedule of 81 home games of the New York Yankees to the Caribbean area, Mexico, Central America and Venezuela.

Networks get ready for directors' strike

The deadline for contract negotiations between the Directors Guild of America and the radio-tv networks was set for midnight last Friday (April 14). Network officials were hopeful of a settlement but said they are prepared to maintain operations if DGA calls a strike.

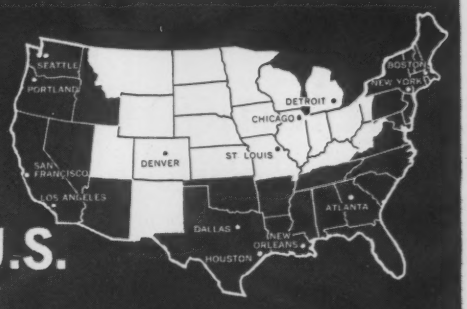
The key issue is DGA's demand for a change in the method for payment of directors on live or taped tv shows. Now they are paid $190 weekly minimum, plus commercials fees for working on sponsored shows. The Guild's proposal would eliminate staff directors and place them under a free-lance contract, whereby they would be paid $630 a week and guaranteed 23 out of 26 weeks of employment. It was reported that under such a scale there would be no extra payment for overtime and no limit on the number of hours or days a director could work in a week. Approximately 900 guild members are covered by network contracts.

The networks have rejected the proposal, claiming it is "unworkable" in tv, a network source said. Their attitude is that the DGA plan would impose "A motion picture concept" on tv.

PAB host to congressmen

The Pennsylvania Assn. of Broadcasters will hold its second annual breakfast for members of the Pennsylvania congressional delegation tomorrow (April 18) at the Congressional Hotel in Washington. Milton Bergstein, WMAJ State College, Pa., president of PAB, and John S. Booth, WCHA Chambersburg, chairman of the broadcast committee, will head a delegation of about 25 broadcasters. An equal number of members of the Senate and House from Pennsylvania have accepted.

WEED HAS 4 CENTRAL U.S. OFFICES!



This territory is IMPORTANT
This territory is ACTIVE
This territory is DEMANDING

That's why 4 of Weed's 14 offices are located here. Only direct face-to-face salesmanship and constant servicing can produce maximum results in the Central U.S.

Wherever a buying decision is made...
a WEED man IS THERE!

STATIONS FOR SALE

EAST—$300,000

Nationally known fulltime station in one of North Carolina's top markets, fine opportunity, asking $300,000.

WASHINGTON, D. C.
1737 DE SALES STREET, N.W.
EXECUTIVE 3-3456
RAY V. HAMILTON
JOHN D. STEBBINS

SOUTH—$250,000

MAJOR MARKET FULLTIMER
In one of the most beautiful and fastest growing markets—grossing over $150,000 yearly and constantly increasing. A good money-maker, good equipment, valuable real estate, serving over 200,000 people, well accepted, good music station.

DALLAS
1511 BRYAN STREET
RIVERSIDE 8-1175
DEWITT 'JUDGE' LANDIS
JOE A. OSWALD

MIDWEST—$63,000

Semi-suburban property just right for owner-operator. Priced realistically at $63,000 with good terms.

CHICAGO
1714 TRIBUNE TOWER
DELAWARE 7-2754
RICHARD A. SHAHEEN

WEST COAST—$135,000

Fulltime northwest radio station with good frequency and power. Heavy fixed assets including land and building go with sale. 1960 cash flow in excess of $30,000. Total price $135,000 with 29% down and long term on balance.

SAN FRANCISCO
111 SUTTER STREET
EXBROOK 2-5671
JOHN F. HARDESTY
DON SEARLE—Los Angeles

Hamilton-Landis & Associates INC.
NATIONWIDE BROKERS
RADIO & TELEVISION STATIONS • NEWSPAPERS
NEGOTIATIONS • APPRAISALS • FINANCING

A Solomon of the radio spectrum?

POSSIBILITY OF SUPER ALLOCATION AUTHORITY SEEN IN TALKS

An administrator to oversee the administrators of the radio spectrum may be the outcome of current informal meetings among the FCC, the Office of Civilian & Defense Mobilization and White House aides.

The meetings have been going on over the last few weeks, a White House source acknowledged last week, to work out a method of coordinating the apportionment of the spectrum between government and non-government users.

They're not only discussing the apparatus to handle the apportionment, but also considering some kind of supervision over usage.

As it was explained, this means that if a band of frequencies is allocated to a government user, but is not being used, there ought to be some way to revise the allocation and assign it to another claimant. And vice versa.

The existence of the preliminary discussions involving the future of radio spectrum management was indicated last Thursday in President Kennedy's message to Congress on the regulatory agencies.

Speaking of the need to coordinate the activities of various independent agencies, the President referred to the "coordinated effort . . . underway to provide a better method for the allocation among governmental and nongovernmental users of the radio spectrum, and to improve the regulation over the method of their use . . ."

What May Happen ▪ The current discussions may result in the establishment of a more formal spectrum administration, it was learned last week. This could lead to a request to Congress for legislation. Or, it was pointed out, the President might use the powers he has acquired under the Reorganization Act to put this into effect.

FCC Chairman Newton N. Minow has represented the FCC at the meetings. White House participants have been James M. Landis, the President's expert on regulatory agencies; Dr. Jerome B. Wiesner, science adviser to the President, and Myer (Mike) Feldman, deputy special counsel to the President.

The idea of establishing a more formal chain of command to handle the radio spectrum has had various proponents during the past 25 years. The latest was a special congressional hearing in 1959 under the chairmanship of Rep. Oren Harris (D-Ark.), who heads the House Commerce Committee. At that hearing a panel of government officials and communications and electronics experts testified on various proposals. There was a strong feeling that a frequency allocations board should be established to handle the overall division between government and non-government. Some urged the creation of a government czar or board to ride herd on government users, the FCC continuing to assign bands and issue licenses to non-government users (BROADCASTING, June 15, 1959).

At present, frequency allocations are handled on an informal basis by the Interdepartmental Radio Advisory Committee, representing government users, and the FCC, representing non-government users.

More Power ▪ The President asked that more authority over administration and management be given the chairmen of the agencies. Recommendations to effect the plan will be submitted shortly, the President said, and, it was learned they may be sent to Congress this week.

In a related statement, the President urged that the regulatory agencies be more responsible to the White House in the management of their affairs. Since he must enforce the laws Congress passes, Mr. Kennedy said, it's up to the White House to see that the independent agencies have a strong tie to the executive department.

The presidential message stressed that overall managerial oversight of the agencies should be in the executive's hands. This includes the power to coordinate the various agencies whose responsibilities cut across the same field, he said.

Although the President did not name the agencies, Mr. Landis previously has referred to a lack of coordination among three agencies, all concerned with transportation—the Interstate Commerce Commission (railroads, trucks and busses), the Civil Aeronautics Board (air commerce) and the Federal Maritime Board (water transportation). In the field of communications Mr. Landis has referred to the overlapping interests of the FCC and the Federal Trade Commission, and the FCC's relationship to the Dept. of Justice.

Hill and High Water ▪ The President's ideas are believed bound to run into conflict with Congress, always touchy about its authority over the independent agencies.

One observer noted that Mr. Kennedy's ideas for making chairmen responsible to the White House are at odds with the House Oversight Committee's recommendation that the chairmanship of an administrative agency be rotated annually among its members.

In his special message, the President also urged that all agency decisions be written by individual commissioners, instead of as a blanket agency decision, the method now used at the FCC.

He also suggested more delegation of responsibilities and authority to panels of commissioners, or to the staff. He urged that standards and pay for hearing examiners be raised.

The President issued an Executive Order last week which set up an Administrative Conference on regulatory agencies. The conference will include representatives of government agencies, the bar, universities and other "practitioners," he said. Heading this conference, it is presumed, will be Circuit Judge E. Barrett Prettyman, of the District of Columbia U.S. Appeals court. Judge Prettyman last year headed an organizing committee for such a conference at the request of President Eisenhower.

No Czar, No Raises ▪ Much of Mr. Kennedy's message was similar to proposals enunciated by Mr. Landis, one-

Mr. Landis Mr. Wiesner Mr. Feldman Mr. Minow

KSLA TV

THEY LIVE IT UP . . . AND LOVE IT . . . in the fabulous KSLA market. Oil-rich, timber-rich, cattle-rich, and growing industrially . . . this tri-state area hardly knows recession. Its people play hard, work hard and have the money to buy. They look to KSLA-TV for news they believe . . . programs they enjoy.

Ask our reps (Harrington, Righter and Parsons) about the fabulous KSLA market!

CBS **KSLA TV SHREVEPORT LOUISIANA**

IN THE CONGRESSIONAL HOPPER

Here, in capsulated form, are bills introduced in Congress that are of interest to those in broadcasting and allied fields:

HR 6056. Rep. A. Sidney Herlong Jr. (D-Fla.)—would expand, for the purpose of determining manufacturers' excise taxes, the exclusion of local advertising charges from the sales price of an article. Ways and Means Committee. March 29.

HR 6180. Rep. Charles S. Gubser (R-Calif.)—would create a permanent Commission on Organization of the Executive Branch to conduct studies and make recommendations to promote economy and improve efficiency in government.

S 1534. Sen. John J. Williams (R-Del.)—would provide criminal penalties for anyone attempting to bribe a government official and for officials accepting bribes. Judiciary Committee. April 12.

S 1535. Sen. John J. Williams (R-Del.)—would prohibit former government officials, including members of Congress, from representing, within two years of their separation from office, firms or individuals in matters which they had become aware of while in government service. Judiciary Committee. April 12.

S 1567. Sen. John A. Carroll (D-Ore.) for himself and Sens. Philip A. Hart (D-Mich.), Edward V. Long (D-Mo.), and William Proxmire (D-Wis.)—would spell out government information to which the public is entitled and require government agencies to make it available. Judiciary Committe. April 12.

time Harvard Law School dean and a former member of three government agencies (Federal Trade, Securities & Exchange and Civil Aeronautics), early this year (BROADCASTING, Jan. 2, 9).

But the message made no mention of one of the stormiest of the Landis proposals: that an overseer of the regulatory agencies be established in the White House. Nor was any mention made of Mr. Landis' recommendations involving the tenure of commissioners and their compensation.

The establishment of an office of regulatory oversight in the White House, however, has adherents on Capitol Hill. Last week a Senate Judiciary subcommittee issued a majority report recommending among other things that an Office of Administration and Reorganization be set up in the White House to investigate trouble spots in the administrative area, report their causes to the President, provide the agencies with management consultant services and prepare plans to increase agencies' effectiveness.

Republican members of the committee balked at this suggestion, seeing in such a move a potential source of conflict between the administation and Congress.

Sens. John A. Carroll (D-Colo.), who is chairman of the subcommittee, and Philip A. Hart (D-Mich.) are the majority; Sen. Everett Dirksen (R-Ill.) is the minority.

A general code of ethics for all government personnel, particularly the executive departments and the independent agencies, is expected to be issued sometime in the near future.

The message made specific proposals for reorganizing the Federal Power Commission, including the addition of two new commissioners. It recommended that the Federal Power Act be changed to exempt small pipeline operators from licensing requirements, particularly where no significant extensions or changes are involved.

The target—lightening the load of administrative agencies to pare away insignificant, routine processes—may be carried over to other agencies, including the FCC, it was understood. This would be one way of extracting commissioners particularly, and staffs generally, from a daily grind of paper work.

Although President Kennedy made no mention of several other Landis ideas, it was learned that there may be some reorganization of agencies, including the FCC, and that the White House is still actively considering Mr. Landis' suggestion that task forces be assigned to study individual agencies.

NBC says Justice erred in Philco plea

NBC told the U. S. Court of Appeals in Washington last week that the Dept. of Justice was way off the beam when it urged that the FCC ought to give Philco Corp. a hearing on its protest against the 1957 renewal of the network's licenses for WRCV-AM-FM-TV Philadelphia.

The Justice Dept.'s memorandum, NBC said, has nothing to do with the case at hand. Both the antitrust consent decrees and the concurrent plea of no defense, cited by Justice, occurred after the protest by Philco was filed, and therefore, properly, could not be considered by the FCC, the network told the court. It also noted that in its 35 years it has never been adjudged guilty of any antitrust violation, either by the government or in a private suit. It also took a slap at the government agency's statement that the FCC had not since 1931 reviewed NBC's qualifications to hold a broadcast license. It pointed to the 1946 Washington, D.C., tv comparative hearing when NBC won ch. 4 there; and to various other FCC proceedings right up to 1956.

The network cited the terms of the consent decrees, holding that they do not imply a finding of violation. The antitrust suits, instituted both times by the government, referred to RCA's patent licensing practices and NBC's transaction with Westinghouse involving the Philadelphia stations.

Two weeks ago the FCC itself argued against the Justice Dept.'s viewpoint (BROADCASTING, April 10.)

WROC-TV asks sale okay despite several protests

Transcontinent Television Corp. has asked the FCC to approve its sale of WROC-TV Rochester, N. Y., and to ignore union protests (AT DEADLINE, March 20).

The company in a separate petition asked the FCC to ignore the opposition of WSAY Rochester to the sale. WSAY said the sale would concentrate monopolistic control in the hands of the Gannett newspaper chain (BROADCASTING, April 3).

Unions (AFTRA and NABET) objected to a clause in the sale contract agreeing to abandon WROC-TV's union pacts. Unions said this was contrary to their contract with WROC-TV. Transcontinent denied this, saying only preamble of union contract refers to Transcontinent's successor companies, not the body of the contract.

Transcontinent also pointed out that FCC traditionally has never ruled out sales because of private contractual disagreements.

Transcontinent answered the WSAY plea by avering that allowing WHEC-TV to have ch. 10 fulltime would not violate antitrust procedure any more than WHEC-TV's sharing time as it currently does on that channel.

WVET-TV and WHEC-TV also petitioned that the sale be approved, stating that the case has been heard in the courts for the past 10 years and that Gannett has been found not to be monopolistic. The stations said that WSAY will have to contend with competition in any case, since ch. 13 may be dropped into Rochester under pending rulemaking. The fact that WSAY operates at a loss is not all the fault of monopoly, the stations ventured.

THAT WCKY SURE

cleans up

CINCINNATI

When the dust settles after you've looked at this one's Pulse and that one's Hooper . . . This one's mail map and the other one's private study of adult behavior in radio listening, one fact emerges. In the bustling Cincinnati market, that big 50,000 watt WCKY is the answer to a buyer's prayer. It's got the coverage . . . reaching all of the new—exploding—Cincinnati area. It's got the circulation . . . you can name the stations in the nation, with bigger reach, on the fingers of one hand. And it's got the price . . . you can figure the pennies-per-thousand cost on just your two hands. The moral is plain. If you want to take competitors to the cleaners in Cincinnati, mop up with WCKY. AM Radio Sales will help you.

WCKY-RADIO IS SOME BUY
50,000 WATTS • CINCINNATI

The tab for political time last year

The FCC last week submitted its final report on the political broadcasting activities of radio and television stations throughout the country last fall.

The document, which gives the most complete picture of these activities ever attempted, generally supports the findings of an earlier report (BROADCASTING, March 6) covering some of the same ground—namely, that broadcasters behaved reasonably well and fairly in covering the political campaigns.

However, it appeared last week that the FCC may be asked to substantiate its report with further information. Creekmore Fath, counsel for the Senate Watchdog Subcommittee, said he is interested in a station-by-station breakdown of certain questions covered on a state-by-state basis.

He said that, in some respects, the report did not jibe with information developed at the Watchdog hearings last month (BROADCASTING, April 3).

He did not specify which areas he had in mind. However, he indicated skepticism about a finding in the report that the number of radio stations refusing to sell time for political broadcasts was negligible.

The massive FCC report provides, among other things, a state-by-state breakdown of how broadcasters handled coverage of contests for president, vice president, governor, senator and U. S. representative. It will figure importantly in the hearings the Senate Communications Subcommittee will resume on a bill (S 204) to make permanent last year's suspension of the political broadcasting section of the Communications Act with respect to presidential and vice presidential candidates.

The accompanying tables have been selected from the 103 in the report as being of special interest to broadcasters:

TABLE 1
TOTAL CHARGES FOR POLITICAL BROADCASTS[1]

	Republican	Democratic	Other	Total All Parties
3 Tv Networks	$1,820,360	$1,106,875	$	$ 2,927,235
Tv Stations	3,610,933	3,307,987	206,167	7,125,087
4 Radio Networks	44,546	34,321		78,867
Radio Stations	2,082,970	1,755,803	225,316	4,064,089
Total	$7,558.809	$6,204,986	$431,483	$14,195,278

[1]Before commissions and after discounts.

TABLE 2
NETWORK CHARGES[1] FOR POLITICAL BROADCASTS, 1956 AND 1960

	1960	1956	Percent Increase or (Decreased)
A—Combined 3 TV Networks and 4 AM Networks:			
Republican	$1,864,906	$1,877,718	(.7)
Democratic	1,141,196	1,373,736	(16.9)
Total	$3,006,102	$3,251,454	(7.5)
B—3 TV Networks Only:			
Republican	$1,820,360	$1,733,073	+5.0
Democratic	1,106,875	1,197,441	(7.6)
Total	$2,927,235	$2,930,514	(.1)
C—4 AM Networks Only			
Republican	$44,546	$144,645	(69.2)
Democratic	34,321	176,295	(80.5)
Total	$78,867	$320,940	(75.4)

Note: ( ) indicates percent declined between 1956 and 1960.
[1]Before commissions and after discounts.

TABLE 3
STATION CHARGES FOR POLITICAL BROADCASTS[1] 1956 AND 1960

	1960	1956	Percent Increase
A—TV and Radio Stations Combined			
Republican	$ 5,693,903	$3,504,173	62.5
Democratic	5,063,790	2,746,976	84.3
All Other	431,483	315,739	36.7
Total	$11,189,176	$6,566,888	70.4
B—TV Stations Only			
Republican	$3,610,933	$2,004,090	80.2
Democratic	3,307,987	1,549,347	113.5
All Other	206,167	151,995	35.6
Total	$7,125,087	$3,705,432	92.3
C—Radio Stations Only			
Republican	$2,082,970	$1,500,083	38.9
Democratic	1,755,803	1,197,629	46.6
All Other	225,316	163,744	37.6
Total	$4,064,089	$2,861,456	42.0

[1]Before commissions and after discounts.

TABLE 4
TELEVISION STATIONS: DISTRIBUTION OF STATIONS BY AMOUNTS RECEIVED FOR POLITICAL BROADCASTS

	Republican		Democratic		All Other	
	No. of Stations Reporting	Amount Received	No. of Stations Reporting	Amount Received	No. of Stations Reporting	Amount Received
Less than $500	16	$ 4,688	17	$ 3,993	85	$ 21,478
500- 999	19	14,559	26	17,633	42	29,228
1000- 1999	58	87,011	71	109,522	35	49,002
2000- 2999	68	169,346	63	161,554	11	26,899
3000- 3999	44	148,255	42	148,745	5	17,329
4000- 4999	46	205,070	43	192,652	3	14,026
5000- 9999	133	957,242	129	937,348	8	48,205
10000-14999	61	747,334	59	697,369		
15000-19999	17	287,068	22	373,365		
20000-24999	17	381,025	3	68,232		
25000-34999	8	226,887	10	292,618		
35000-49999	4	175,394	4	172,561		
50000-74999	2	131,014	2	132,395		
75000 and over	1	76,040				
TOTAL	494	$3,610,933	491	$3,307,987	189	$206,167

TABLE 5
AM RADIO STATIONS: DISTRIBUTION OF STATIONS BY AMOUNTS RECEIVED FOR POLITICAL BROADCASTS

	Republican		Democratic		All Other	
	No. of Stations Reporting	Amount Received	No. of Stations Reporting	Amount Received	No. of Stations Reporting	Amount Received
less than $100	488	$ 25,105	493	$ 25,875	376	$17,179
100- 199	448	65,085	501	72,915	185	26,606
200- 299	319	78,418	372	91,742	93	22,473
300- 399	253	88,126	283	97,670	57	19,678
400- 499	197	88,368	209	93,511	39	17,334
500- 749	367	225,082	377	231,313	63	38,313
750- 999	227	197,416	231	198,448	26	22,455
1000-1999	397	546,346	345	469,439	26	34,746
2000-2999	114	276,156	78	191,144	5	12,218
3000-3999	45	150,140	29	105,198	2	6,675
4000-4999	12	54,478	9	38,977		
5000-9999	24	159,349	8	53,510		
10000 and over	5	67,373	3	33,055		
Total	2,896	$2,021,442	2,938	$1,702,797	872	$217,677

NOW . . . 8mm SOUND-ON-FILM FOR TELEVISION NEWS! —ON CHANNEL 5 IN PHOENIX!

Tom Sherlock, Channel 5 Director of Film and Special Events, looks-ahead with the history-making camera at the KPHO RADIO-TV building.

KPHO-TV, Channel 5 in Phoenix, the station with Look-Ahead, has produced another FIRST! This time, development of a process which permits use of 8mm sof for television news.

Yes, television history was made on February 14, 1961, when Channel 5 telecast the first 8mm sound-on-film news story ever presented to a television audience.

Using the Fairchild Cinephonic 8mm sof cameras, KPHO-TV now provides inexpensive, compact sof cameras for the use of all their news staffers. With the added aid of a table top fast-film processor, KPHO-TV news *is* as news *should be* . . . immediate, accurate, complete.

KPHO-TV, the leading independent TV station in the United States, leads again, in Look-Ahead.

KPHO-TV PHOENIX 5

KPHO-TV, CHANNEL 5
631 N. 1st AVE.
PHOENIX 3, ARIZONA

RICHARD B. RAWLS, *Vice Pres., Gen. Mgr.*
HOWARD STALNAKER, *Station Manager*
A MEREDITH STATION—AFFILIATED WITH BETTER HOMES AND GARDENS MAGAZINE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

THOSE POINTED QUESTIONS

FCC staff's renewal-time inquiries indicate extent of concern with wayward licensees

More and more stations are being asked to account for their programming as their turns come up for license renewal—an indication of the FCC's increasing interest in programming (BROADCASTING, April 10).

A check last week of letters of inquiry to stations whose licenses have expired this year indicates the extent of FCC activity. Stations checked were in Alabama and Georgia, (where licenses expired April 1) and in Florida, (where licenses expired Feb. 1). The inquiries are from FCC staff people who study renewal applications, then recommend to commissioners whether the licenses should be renewed or set for hearing. Although many of the letters are on financial or technical matters, several are directed to programming.

The inquiries chide stations for the number of commercials run during a given period; for failure to deliver programming promised at last renewal; for not scheduling educational or discussion programs; for not providing an outlet for "local self-expression." The staff letters make it plain that licensees are expected to dot i's and cross t's in describing the length and number of all commercials, in accounting for 100% of programming time and in explaining why the station classifies a program as it does.

So far this year, the FCC has complained to over two dozen stations about claimed overcommercialization; to some 20 stations about alleged failure to carry out programming promises and over 30 stations on the quality and variety of their programs.

Although comments on the FCC's controversial revised programming forms are not due until May 1, the commission, through the staff letters, has already put some of its proposals into practice.

Spot Check ▪ The FCC staff compares the program logs of the "composite week" submitted by applicants with the station's statement on the time it devotes to commercials. For example, a letter to a Florida station said 31 to 38 spots were scheduled in some hours, sometimes as many as 11 in a 14½-minute period. The inquiries wanted to know the length of each spot and said, "A question is raised as to whether the station's programming is interrupted by spot announcements in a manner and to a degree so as to cause a deterioration in program service."

A station in a major Alabama market was asked about its "special promotion days" when it schedules more than its usual number of spots. The inquiry wanted to know if these "special" days are designated each Tuesday and Thursday, for example.

The time in which the spots are clustered is also of interest. Another Alabama station was questioned about broadcasting an average 22 spots per hour from 8 a.m. to 6 p.m.

Several stations did not elaborate on their commercial policy beyond stating that they complied with NAB standards for radio. The answer did not satisfy the FCC letter writers, who pressed for greater details about the number and length.

Broken Promises ▪ In several cases the FCC staff noted a "wide variance between representations made at the last renewal period and the actual program offerings." Stations were warned that misrepresentations may have been made that could cast a cloud upon the licensee's character qualifications.

One Georgia station was told: "The station's programming appears from the composite week's logs to consist entirely of music and news interspersed with spot announcements. The 2.9% of educational programming and the 1.6% to be devoted to discussion of subjects of public interest does not seem to have been broadcast. Please submit a statement explaining this discrepancy."

Another Georgia station was called on alleged difference between the live local programming it promised and its actual percentage of recorded music. The same station reduced its percentage of live local programming on its proposed program schedule to conform with the amount actually broadcast. The FCC letter suggested this station should explore local needs to find whether it is depriving its community of a chance for local self-expression. (It is the only station in that market.)

Why Not? ▪ The letters go beyond comparing promise and performance, however, to include stations that have not broadcast certain categories of programs in the past and have not indicated that they intend to broadcast them in the future. In these cases, the letters ask, "Why not?"

A major market Georgia station revised its schedule to include "religious programming." A description made it apparent the program would be devoted to gospel records. If the program is entirely recorded and entirely music, it doesn't qualify as "religious programming" by FCC standards, the staff inquiry said.

A station which claimed a certain amount of time as educational programming was informed that unless the program was produced by and in behalf of recognized educational groups, the fact it might be instructional does not make it educational by FCC criteria.

One station, reprimanded for a lack of educational programming, responded that it invited members of the faculty of the local high school to use its facilities when they wished. No one accepted the offer and the FCC refused to certify the station having aired educational material.

A recurring comment in the letters of inquiry: "You are requested to explain how the local needs and interests have been and are being served by your operation." The request is similar to one of the requirements on the FCC programming form now set for rulemaking.

When a Birmingham, Ala., station was accused of not providing enough local news, it responded, "However, we do furnish local news." The three local newspapers are among its sources of information, the station said.

The FCC's concern with community service by radio stations is expressly set forth in a typical letter: "In view of your showing that less than 3% of your program offerings are on a 'live' basis, it cannot be determined how you are serving the local interests of the community and whether opportunity is provided for local self-expression. You are requested, therefore, to submit a statement to indicate how you are serving the particular needs and interests of the community, what efforts are being made to provide for local self-expression and what steps are being taken to make time available for the discussion of public issues. . . . It is requested that you submit a statement showing the time and dates that religious and agricultural types of programming were carried by your station together with brief descriptions of the programs allegedly broadcast."

KORD hearing delayed; more log samples asked

Hearing for license renewal of KORD Pasco, Wash., on charges of overcommercialization and failing to live up to programming promises has been set back from June 5 to July 17 (BROADCASTING, April 3, 10).

The FCC Broadcast Bureau agreed to the postponement to allow the station time to plead for reconsideration of the comission's hearing order. July 5 has been set for exchange of exhibits between KORD and the bureau.

At a prehearing conference last week, the bureau asked KORD to give it a representative sample of the station's logs from the three-year period to be covered in the renewal hearing.

ON THE GENTLE ART OF CELLING

Once there was a good, but stern, Media Director. One day a young timebuyer came to ask his opinion on an important matter.

Believing that nothing should be handed out in a silver spoon*, the Media Director handed the young timebuyer a sterling answer, indeed, but it was scrambled in this honeycomb.

The letters in the cells spell out his precise advice. See if you can trace it through, using the letters in every cell just once, and always passing from a cell to one that is touching it. Send us the correct sentence and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publications, Inc., N. Y. If you've already won it, say so and we'll send you a different prize.

** He was not averse, however, to scheduling the stations that deliver the largest audience on a silver spoon. (In Washington, he bought WMAL-TV, first all week long, 6 PM to Midnight. ARB Jan-Feb '61.)*

wmal-tv abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.

23 CONGRESSMEN IN BROADCASTING

10 in Senate, 13 in House hold some kind of station tie-in

Ten senators and 13 representatives in the 87th Congress have either a direct or family-connected interest in commercial or noncommercial-educational broadcasting, according to FCC records.

The total number of congressmen with these interests is seven fewer than during the 86th Congress. Missing from this year's list is former Senator, now Vice President, Lyndon Johnson, whose wife and brother have extensive broadcasting holdings in Texas.

Also missing is former Representative, now Interior Secretary, Stewart Udall of Arizona, whose uncle has broadcasting interests in that state. Others not listed this year either did not return to Congress or disposed of their radio-tv holdings.

While the interests of the congressmen listed range from token to controlling stockholdings, none of the senators or representatives owns a radio or tv station outright. However, several hold sole or controlling interests within their families.

Several of the congressional interests are not financial. For instance, one sentor is a trustee of an educational station. Another senator's aunt is a member of a state board of education which is a licensee for two tv stations, one of them educational.

Of the commercial stations having some congressional tie-in, 24 are ams, 13 are fms and 18 are tvs; of the noncommercial-educational type, one is an am, one an fm, and one a tv.

The congressional list, showing station network affiliations where they exist, follows:

Sen. Clinton P. Anderson (D-N.M.), Albuquerque—owns 250 of 4,513 shares common voting stock of KGGM-AM-TV Albuquerque and KVSF Santa Fe, both New Mexico. His son, Shelbourne, is director and owns 107 shares of the same stations.

KGGM: CBS; KGGM-TV: CBS; KVSF: CBS.

Sen. Roman L. Hruska (R-Neb.), Omaha — his brother, Victor, Ponte Vedra Beach, Fla., is a trustee of WJCT (TV) Jacksonville, Fla., educational station.

Sen. Olin D. Johnston (D-S.C.), Spartanburg—his wife is vice president-director and owns 125 of 500 shares of common voting stock of WFGN Gaffney, S.C.

WFGN: Keystone.

Sen. B. Everett Jordan (D-N.C.), Saxapahaw—owns 36 of 473 shares of common voting stock of WBBB-AM-FM Burlington, N.C. His wife owns 34 of 750 shares of common voting stock of WHKY-AM-FM Hickory, N.C.

WBBB: MBS; WHKY: ABC.

Sen. Robert S. Kerr (D-Okla.), Oklahoma City—is vice president, director and owns 327 of 2,500 shares of Class A common voting stock of KVOO-TV Tulsa, Okla.; is president, director and owns 50,611 of 100,000 shares of common voting stock of WEEK-AM-TV Peoria and WEEQ-TV LaSalle, both Illinois. His wife owns 371 shares same type stock in KVOO-TV and 11,488 shares of Illinois stations. His brother, T. M. Kerr, owns 172 shares of KVOO-TV and is secretary-director and owns 11,141 shares of Illinois stations. Geraldine H. Kerr, wife of T. M. Kerr, owns 3,255 shares of Illinois stations.

KVOO-TV: NBC; WEEK-TV: NBC; WEEQ-TV: NBC.

Sen. Warren G. Magnuson (D-Wash.), Seattle—owns 10,389 of 257,505 shares of common voting stock of KIRO-AM-FM-TV Seattle.

KIRO: CBS; KIRO-TV: CBS.

Sen. Winston L. Prouty (R-Vt.), Newport—his cousin, John A. Prouty, Newport, owns 1 of 1,643 shares of common voting stock of WIKE Newport.

Sen. A. Willis Robertson (D-Va.), Lexington—his brother, Harold F., is director, but not a stockholder, of Shenandoah Life Insurance Co., licensee of WSLS-AM-FM-TV Roanoke, Va.

WSLS: NBC; WSLS-TV: NBC, ABC.

Sen. John J. Sparkman (D-Ala.), Huntsville—he is a trustee, but not a stockholder, of WAMU-FM Washington, an educational station. His wife is partner and owns 49% WAVU-AM-FM Albertville, Ala.

Sen. Herman A. Talmadge (D-Ga.), Lovejoy—his aunt, Mrs. Julius Y. Talmadge, Athens, Ga., is a member of the state board of education, licensee of WEGA-TV Savannah, an educational station, and WXGA-TV Waycross, Ga.

Rep. J. Floyd Breeding (D-Kan.), Rolla—is director and owns 1 of 2,000 shares of common voting stock of KTVC (TV), Ensign, Kan.

KTVC (TV): ABC.

Rep. Thomas B. Curtis (R-Mo.), Webster Groves—is trustee, but not a stockholder, of WDCR Hanover, N.H., commercial station licensed to Dartmouth College.

Rep. John W. Davis (D-Ga.), Summerville—director, but not a stockholder, of WGTA Summerville.

Rep. James J. Delaney (D-N.Y.), Long Island City — owns 13,000 of 1,149,798 shares of capital common voting stock of WPRO-AM-FM-TV Providence, R. I.; WROW and WTEN (TV) Albany, N.Y.; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N.C.

WPRO: CBS; WPRO-TV: CBS; WROW: CBS; WTEN (TV): CBS; WCDC (TV): CBS; WTVD (TV): CBS.

Rep. L. H. Fountain (D-N.C.), Tarboro—is secretary-treasurer and director and owns 86 of 300 shares of common voting stock of WCPS-AM-FM Tarboro. His brother, R. M. Fountain, Tarboro, is vice president and director, and owns 107 shares, and another brother, V. E. Fountain, is president and director, and owns 107 shares of same stations.

Rep. Porter Hardy Jr. (D-Va.), Churchland — is director and voting trustee for 20,754 shares of Class B common voting stock and owns 300 of 18,204 shares Class A common nonvoting and 232 of 8,006 shares Class C common non-voting stock in WAVY-AM-FM-TV Portsmouth, Va.

WAVY-TV: NBC.

Rep. Paul C. Jones Sr. (D-Mo.), Kennett—he is president, director and owns 100 of 490 shares of common voting stock of KBOA-AM-FM Kennett. His wife owns 22 shares and his son, Paul C. Jr., 28 shares of same stations.

Rep. Eugene J. Keogh (D-N.Y.), Brooklyn—owns 17,763 of 1,149,798 shares of capital common voting stock of WROW and WTEN (TV) Albany, New York; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N.C.; and WPRO-AM-FM-TV Providence, R.I. He also holds 2,500 shares in same stations for minor children Susan and E. Preston Keogh.

WROW: CBS; WTEN (TV): CBS; WCDC (TV): CBS; WTVD (TV): CBS; WPRO: CBS; WPRO-TV: CBS.

Rep. Richard E. Lankford (D-Md.), Annapolis—owns 30 of 140 shares of preferred non-voting stock of WNAV-AM-FM Annapolis.

Rep. George H. Mahon (D-Tex.), Lubbock—his brother John B. and his nephew Eldon B. each own 50% of KVMC Colorado City, Tex.

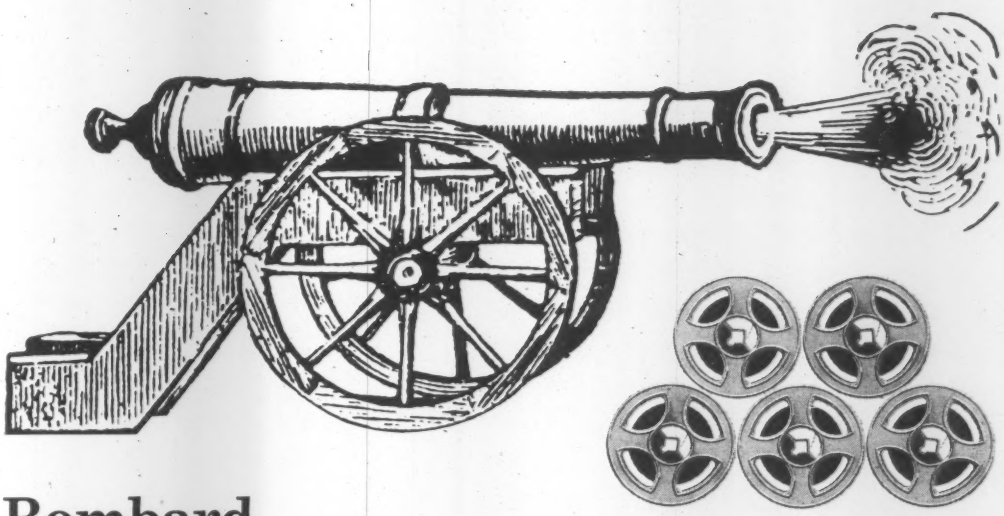
KVMC: Keystone.

Rep. Albert M. Rains (D-Ala.), Gadsden—is first vice president and owns 45 of 150 shares of common voting stock of WGAD Gadsden and is vice president and director and owns 36 of 120 shares of common voting stock of WGSV Guntersville, Ala.

WGAD: ABC; WGSV: KBS

Rep. William W. Scranton (R-Pa.), Scranton—owns 11,854 of 869,306 shares of Class B common voting stock

SAN FRANCISCO BAY AREA



Bombard San Francisco Night and Day

Combine all your spots—prime time minutes, morning ID's, afternoon 20's, film, live and videotape commercials—for the most advantageous Penetration Plan discounts in San Francisco.

Additional discounts on 13, 26 and 52-week night and day penetration schedules!

Call KTVU or H-R Television Inc. for excellent availabilities in live sports, The Play of the Week, high-rated live, syndicated and kids shows.

KTVU
CHANNEL 2

SAN FRANCISCO • OAKLAND One Jack London Square, Oakland 7, California

of WGR-AM-FM-TV Buffalo, WROC-FM-TV Rochester, N. Y., WDAF-AM-FM-TV Kansas City, Mo.; and 2,558 of 14,000 shares of stock of WNEP-TV Scranton.

WGR-AM: NBC; WGR-FM: QXR; WGR-TV: NBC; WROC-FM: QXR; WROC-TV: NBC (Primary), ABC (Secondary); WDAF-TV: NBC; WNEP-TV: ABC.

Rep. Phil Weaver (R-Neb.), Falls City—his nephew's wife, Mrs. Jane Ann Calhoun Weaver, Lincoln, Neb., owns 7 of 5,000 shares of common voting stock of WTAD-AM-FM Quincy, Ill., and KHQA-TV Hannibal, Mo.

WTAD: CBS; KHQA-TV: CBS, ABC.

Government briefs...

Reorganization authority ▪ President Kennedy signed into law last week the government reorganization bill. The measure permits him to submit to Congress reorganization proposals which will become effective in 60 days unless vetoed by either branch of Congress. The authority extends to June 1, 1963.

Payola case off? ▪ A Federal Trade Commission examiner has issued recommended orders which would dismiss FTC complaints against three record companies charged with payola involving radio and tv disc jockeys. The complaints, all issued last year, are against Columbia Record Sales Corp. and affiliated Columbia Record Distributors Inc., New York; Capitol Records Distributing Corp. and Dot Records Inc., both of Hollywood. The examiner's initial decision was based on motions by FTC attorneys to drop the litigation since the Communications Act amendments passed by Congress last year outlaw the practice (BROADCASTING, April 10).

Anti-gambling proposal ▪ Anyone using wire or cable to transmit gambling information between states would be subject to a $10,000 fine or up to two years' imprisonment under terms of legislation Attorney General Robert F. Kennedy recommended to Congress last week. Radio and television, however, would be excluded from the bill's provisions, and sports broadcasts would not be affected.

Payola consent ▪ Federal Trade Commission last week announced acceptance of consent order against former Era Records, Hollywood, Calif., prohibiting one-time owners from using payola to get records played on broadcast stations. Order, for settlement purposes only and not an admission of violation, provides that payola to disc jockeys or others must be disclosed to public.

The FCC last week...

▪ Granted an extension of time to KFRE-TV Fresno, Calif., for dual operation on chs. 12 and 30, but only until June 1, instead of for the 90 days requested. The FCC stated "Such further limited use of ch. 12 should not have a significant adverse effect on deintermixture of Fresno or on the Fresno uhf stations, and should give [KFRE-TV] ample time to accomplish the purpose on which its original request was based." The station had asked for dual operation to serve people in areas that could not receive uhf signals during the changeover period.

▪ Was asked by WNEB Worcester, Mass., to approve the request of WWOR (TV) that city, to allocate ch. 13 to that city but to deny WWOR's request to institute show-cause proceedings why WWOR should not operate on ch. 13 (BROADCASTING, April 10). WNEB said the channel should be allocated and then set for comparative hearing.

▪ Awarded a contract to Melpar Inc. for the fabrication, installation and check-out of an antenna atop the Empire State Bldg. to be used in the FCC's uhf experiment in New York. The $248,000 contract, first let in the $2 million study of uhf, calls for installation by Nov. 10, 1961.

▪ Invited comments by May 17 on pro-

WAST
PUTS YOUR MESSAGE ACROSS

In This Important
ALBANY — SCHENECTADY — TROY MARKET . . .

Special balanced programming attuned to area preferences exposes more prospects to your selling strategy. And . . . viewer confidence in WAST multiplies the effectiveness of your sales message.

SELL Where People BUY

abc
WAST
ch. 13 ALBANY, N. Y.
WILLIAM A. RIPLE, *General Manager*

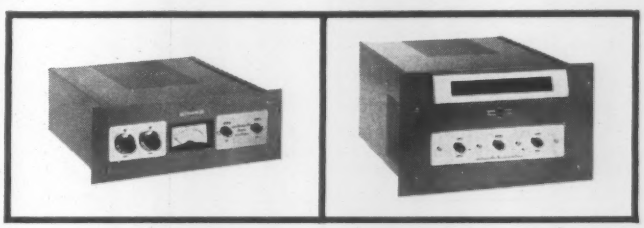
call your H-R *man*

Portrait of 6 announcers at work

Yes... six announcers—or as many announcers and other program personnel as you have on your staff—all available from sign-on to sign-off with an absolute minimum of effort and expense. The secret is the AUTOMATIC TAPE CONTROL system shown at right. It gives you maximum use of staff voices with only one man on duty. ATC records spots, programs, special effects, music ... anything up to 31 minutes in length . . . on pre-set tape magazines. Staff members record while on duty. Then your operator simply slips the magazine into the playback slot, pushes a button and the message is on the air instantly. When the message is completed, the tape rewinds automatically, ready for a repeat performance or storage. And, ATC gives you true fidelity in reproduction with a frequency response of ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter under 0.2% rms.

NOW COMPLETE AUTOMATION AVAILABLE
ATC 55, our newest development, permits the automatic use of 55 consecutive magazines without reloading or resetting. Used in sets of two or more, ATC 55 allows completely automated broadcasting twenty-four hours a day.

ATC is made by the originator and largest manufacturer of automatic tape control equipment ... in use in over 600 radio and TV stations



Recording amplifier | Playback unit

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Room 100 • Bloomington, Illinois

SEE THE ATC 55 AT THE N. A. B. SHOW, BOOTH 6

posed rulemaking to substitute ch. 32 for ch. 51 in Louisville. The change was requested by WLKY (TV) Louisville, which now holds a permit for ch. 51. The proposed reallocation also would involve substituting ch. 26 for 32 in Richmond, Ind.; ch. 83 for 26 in Anderson, Ind.; ch. 66 for 25 in Madison, Ind.; ch. 32 for 26 in Knoxville, Tenn., and ch. 26 for 32 in Oak Ridge, Tenn.

▪ Denied a request by KISD Sioux Falls, S. D., to make effective immediately an initial decision looking toward granting that station an increase in power from 250 w to 1 kw. The request to examine the initial decision at this time would be contrary to normal commission procedure since exceptions have been filed. Since KISD had not shown that public interest requires an immediate grant, the commission refused to deviate from its normal procedure.

FCC seeks revision of interest-conflict ban

The FCC has asked Congress to lift the Communication Act's conflict-of-interest ban as it applies to those serving in the FCC units of the National Defense Executive Reserve.

The reserve was set up to create a supply of trained executives who could, in a national emergency, immediately step into government positions. The FCC unit trains individuals for jobs as commissioners or bureau chiefs.

In a letter to Congress last week, FCC Chairman Newton N. Minow said the ban affects those individuals most qualified for FCC reserve training—those now in the communications industry.

The FCC last week also asked Congress for authority to impose fines for violations of its rules by radio stations in the common carrier and safety and special interest fields. Chairman Minow said these violations are mounting and existing FCC sanctions are inadequate.

Broadcast Bureau files stand on WDKD renewal

The Broadcast Bureau last week outlined the extent to which it will willingly go along with requests by WDKD Kingstree, S. C., a station facing a license renewal hearing because of alleged off-color programs (BROADCASTING, March 20 *et seq.*).

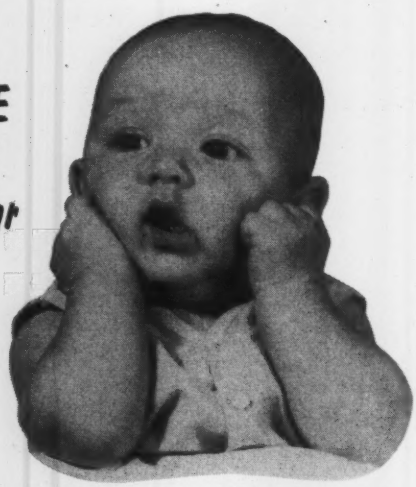
The station asked the FCC for (a) a bill of particulars and clarification of the charges; (b) a copy of the complaint filed by the FCC field office, information on the alleged offensive material and the names of parties who furnished the commission information; (c) enlargement of the issues to cover WDKD's overall performance and programming instead of one alleged obscene program.

The bureau cited as precedent the FCC's decision not to give a bill of particulars to KWK St. Louis (facing license-revocation proceedings) in requesting denial of WDKD's plea. As to clarification, the bureau said the scope of the hearing is patently the three-year period covered in license renewal; that the scope of the programming issue is clearly the Charlie Walker show in which the off-color remarks are claimed to have been made. The bureau said that WDKD's lawyer has listened to the tapes of that show, which precipitated the hearing.

The bureau added it is willing to allow the licensee, E. G. Robinson Jr., to tape the pertinent portions of the Walker show.

On enlarging issues to include WDKD's overall programming, the bureau cautioned the FCC that licensees in the past have furnished several isolated examples of commendable programming not typical of their regular operation. But, the bureau said it doesn't object to inclusion of the station's overall programming if WDKD is required to supply "representative" programming from periods selected at random by the FCC. This might set a desirable precedent for dealing with such situations, the bureau suggested.

DON'T MOVE THAT DIAL!
I want to hear KAKC... Tulsa's QUALITY station

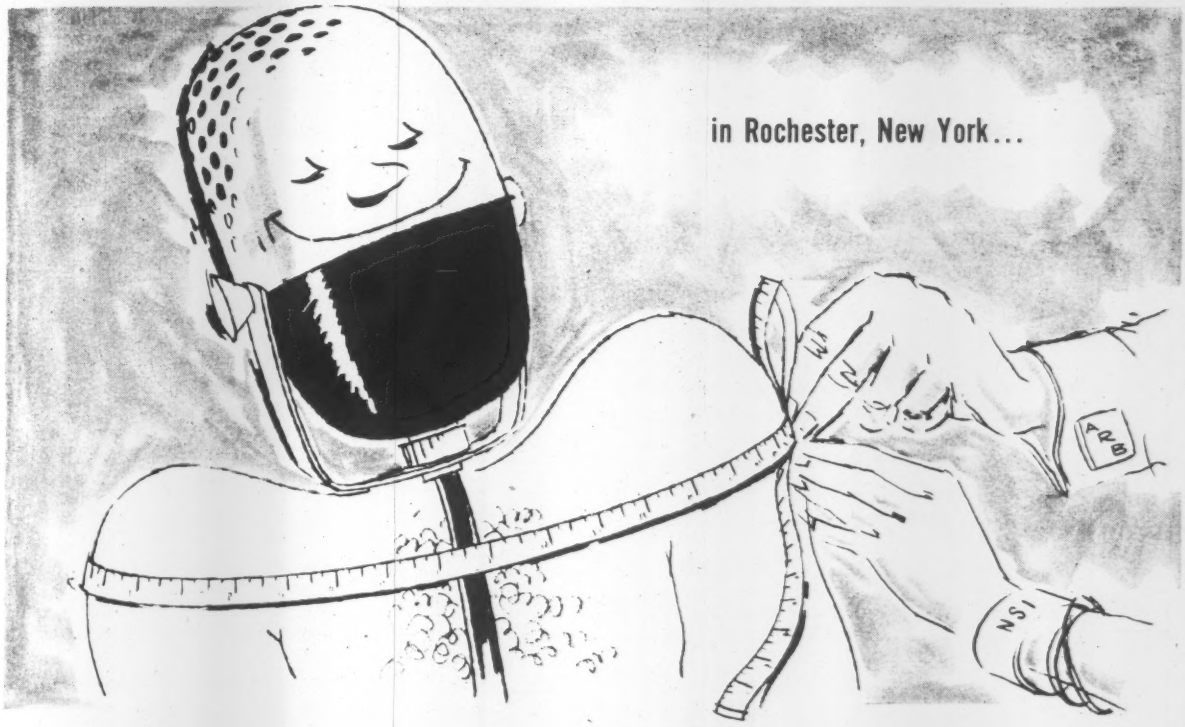


There are many definitions of the word "quality" but it all boils down to an opinion of the majority of the people. While quality means one thing in one place, it may mean an entirely different thing in another. In Tulsa a majority of the radio listeners have preferred the new KAKC for over 4 years and still do! Yes, in Tulsa Quality means the new KAKC. The listeners know it and so do the advertisers who use the new KAKC. Why don't you use it too?

Hi, I'm K. A. Casey . . . here to offer you the quality radio "buy" in Tulsa. Call your Adam Young representative and see for yourself.

FIRST IN TULSA
the new KAKC Dial 970
A Public Radio Corp. STATION

KIOA DES MOINES | KBEA/KBEY-FM KANSAS CITY | KAKC TULSA



all measurements* prove that Channel 10 is the BIG One...

*N.S.I. AND A.R.B. METROPOLITAN AUDIENCE SURVEYS . . . NOVEMBER 1960

...HAS THE BIGGEST OVERALL SHARE OF AUDIENCE!

...CARRIES 16 OF THE TOP 20 FAVORITE TELEVISION SHOWS!

It's always gratifying when independent surveys of the Rochester Metropolitan Area see affirmatively—"aye to aye"—as regards the dominant position of Channel 10. Not only do we carry 80% of the Top Twenty favorite Rochester shows—not only do we deliver the largest over-all Rochester viewer-audience—but, from key executives to propmen, from facilities to promotion—*we have what it takes to make the sponsor happy!*—We also have some mighty attractive availabilities. Write, phone or wire for complete details.

CHANNEL 10

BASIC CBS • AFFILIATE ABC

ROCHESTER, N.Y.

WHEC-TV
EVERETT McKINNEY INC.

WVET-TV
THE BOLLING CO. INC.

Ford asks for FCC-industry entente

SAYS NEW RULES PROTECT THE HONEST BROADCASTER

Speaking before the Kansas Assn. of Broadcasters in Topeka last Saturday (April 15), FCC Commissioner Frederick W. Ford entered a new plea for the industry to support the commission's program policy statement of last summer and proposed new program reporting forms. (BROADCASTING, April 10; also page 102).

"There has apparently been an attempt to obfuscate and confuse the purpose of the commission in its proposed form by imagining all types of disastrous eventualities," he said. "I am sure you will not be confused by these efforts, but will accept the adopted policy of the commission as expressed in its July 29, 1960, report as the basis for this form."

The former FCC chairman characterized the policy statement "as a new charter of freedom for broadcasters, but like all freedom it must be exercised judiciously and with self-discipline. If this is done and the industry cooperates fully in this major effort of the commission to bring about a climate for improved programming, I am sure that it will result in the satisfaction of knowing that you have served the public interest to the best of your ability and in higher profits for yourself."

Commissioner Ford said that he is convinced, from personal discussions with broadcasters, that the commission's policy embodies sound practice "as well as a guaranty of as complete freedom as possible for a broadcaster to serve the public interest as he, not the commission, finds it in his service area."

Agreeing with the views of FCC Chairman Newton N. Minow (BROADCASTING, April 10), Commissioner Ford said that stations should notify the commission of important changes in its programming as reflected in past applications.

Cause for Concern ▪ The speaker said that it appears some licensees are purchasing stations for the capital gains involved rather than with a view toward serving the public interest. He expressed concern over the high rate of turnover in station properties. "For my part," Commissioner Ford continued, "I would like to be sure that individuals who seek to become broadcast licensees are doing so with a primary purpose of serving the public. Generally speaking, if he does not expect to operate a station for at least three years, his motives for entering the public service area should be subjected to close scrutiny."

Referring to current rulemaking to require that licensees hold stations for a three-year minimum, he stated: "I am hopeful that in your own self-interest you will not listen to the blandishments of those who tell you that the commission wants to force you to remain a broadcaster and that you should be as free to buy and sell stations as cans of tomatoes. Dedicated broadcasters who know the public interest of their areas should support the efforts of those who would eliminate the fly-by-night from your number.

"How many of your broadcaster friends have told you of their experiences with competitors who literally bought an audience with prizes and giveaways only to unload on the inexperienced newcomer?"

He pointed out that the commission acted on 465 applications last year for changes in ownership of stations. Approximately 20% of these were held by the sellers for less than a year and more than half for less than three years. "Is it any wonder that the commission and congressional committees are concerned with such a high rate of quick turnover?" the commissioner asked his audience?

Appearing on the KAB program with Commissioner Ford was H. W. Bourell, FCC engineer in charge of the Kansas City field office. Mr. Bourell spoke on the commission's expanded program of field investigations of stations.

FCC STORM WARNINGS

Former bureau head alerts Illinois broadcaster group

An eight-point "get ready" warning for Illinois broadcasters— to prepare them for visits soon by FCC investigators under the commission's New Frontier strict enforcement policy—was sounded Wednesday by Harold G. Cowgill, former chief of the commission's Broadcast Bureau. He was succeeded Monday at the FCC by Seattle attorney Kenneth Cox (see story, page 00.)

Addressing the Illinois Broadcasters Assn. in Springfield, Mr. Cowgill confirmed reports of the FCC's intent to vigorously enforce its rules and regulations and to take action in cases of performance not matching promise, overcommercialization, careless technical maintenance and similar violations (BROADCASTING, April 10). He even suggested that stations might be asked to justify such practices as excessive self-promotion in situations where promotion announcements or references are so numerous as to conflict with what might be considered a balanced on-air presentation of other program material. His check list for licensees:

▪ Immediately obtain and read a copy of the Sept. 13, 1960, amended Communications Act. He said he is constantly amazed at the number of station owners and managers who have never seen a copy of the law.

▪ Read the current FCC rules and regulations and check in detail station compliance with each provision.

▪ Hold staff meetings with programming, engineering and sales people so that all may be familiar with the requirements of the proposed new Section IV program report, on which comments are due May 1 (BROADCASTING, April 10, Feb. 27, also page 102).

▪ Study "very carefully" the station's prior promises to the FCC on programming and compare them with the present operation.

▪ Either correct present performance to match with those promises or prepare to justify the differences.

▪ Make a current study of the needs of the community served by the station.

▪ Join the state broadcasters association if the station is not now a member. "I'm serious about this," Mr. Cowgill emphasized.

▪ Urge the officers of the state broadcasters association to inaugurate a program of collecting and distributing information of general interest to all broadcasters in a manner similar to that followed recently by the Florida state association.

Mr. Cowgill said that in previous years the commission field investigators often have given stations the chance to mend their fences when a discrepancy was found and before a violation order was issued, but this forewarning policy now could be "pretty well out the window." The law doesn't require it, he observed.

The field audit "does not mean an examination of your books only," Mr. Cowgill explained. "It is a term adopted for lack of a better one to mean a complete and exhaustive examination of the licensee himself, his staff, his facilities, his relationship to the community to determine whether in the past and in the future the station will be operated in the public interest."

You Will Be Checked ▪ Under the new commission policy, Mr. Cowgill indicated, there will be more field investigations of complaints as well as stepped-up technical inspection of facilities. Applications for license renewals, transfers, assignments and new or major changes in facilities will be given "in-depth" examination, as will the new Form 324 financial report and the Form 323 ownership report.

Stations also may expect close scrutiny and appraisal of their responses to the proposed new Part IV program section of broadcast applications, he said, particularly station statements describing the community served, its needs,

Government section continued on page 101

Florida: state of the decade-long boom

ORDERLY GROWTH CONTINUES AS INDUSTRY COMES TO BOLSTER TOURISM

A Florida utility executive looked up from his March kilowatt charts, peered out over the St. Petersburg horizon, and observed, "This is one of the finest recessions we ever had."

J. S. Gracy, senior vice president of Florida Power Corp., let his economic paradox sink in for a few seconds and continued, "Take the recession of 1960-61. It's still going on, according to what we hear. But take a look around Florida and what do you find?"

Answering his own question, he said, "You won't see a lot of down-hill curves on the Florida business charts. The last two recessions, 1958 and this one, have had the same effect—they've merely slowed down the rate of growth."

Mr. Gracy in a few words described the solidity of Florida's business and industrial structure after a decade of booming progress that usually has inspired such extravagant terms as sensational and fantastic, and now and then a gloomy forecast that it can't last.

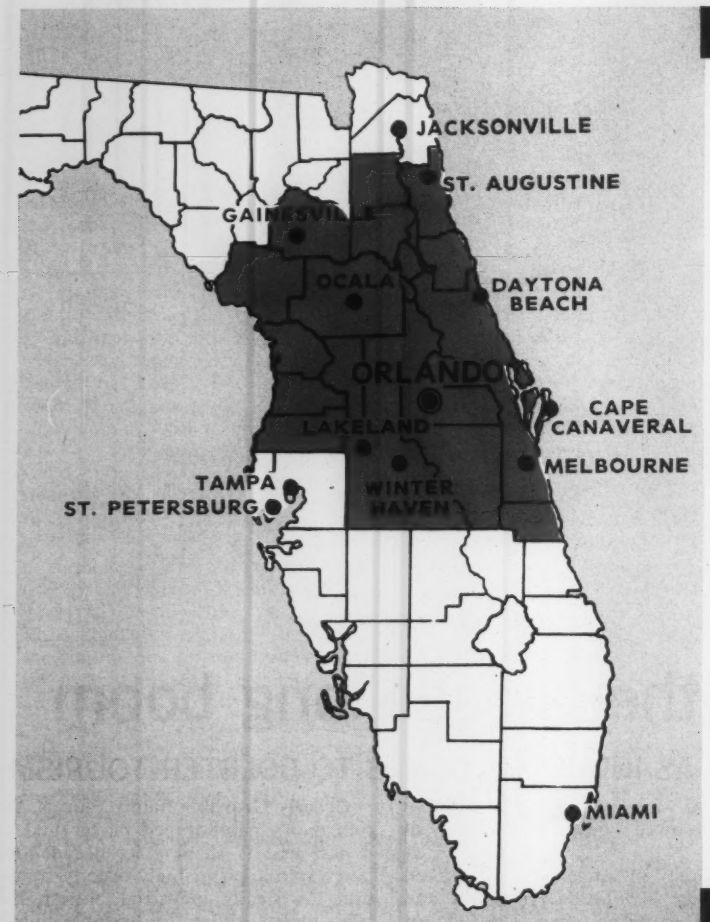
Florida is booming, as even a cursory glance at business indicators will show. But it's a boom that has left relatively few of the financial scars that followed Florida's scandalous real estate inflation of the '20s.

Orderly Growth ▪ Balmy Florida, the rich man's palm-draped playground of a past era, is shaping its decade-long boom into a surprisingly orderly transition. A steady industrial bottom has been placed under the unstable tourist and agricultural economy of the past and its dependence on the sensitive whims of the travel-minded and the follies of nature.

With this new versatility, Florida has joined the nation's top markets—nearly 5¼-million people (April 1, 1961 estimate) whose rate of spending is above the national average.

This subtropical peninsula at the

CENTRAL FLORIDA MARKET EXCLUSIVE



THREE CENTRAL FLORIDA TV STATIONS DRAMATICALLY PROVE VIEWER PREFERENCE WITH LATEST ARB COMBINED FREQUENCY INDEX OF 10.6

MORE VIEWERS WATCH and are loyal to these Central Florida Stations than any others.

FLORIDA'S ONLY INLAND MARKET with primary and Grade B TV coverage over **ground.** No signal waste over ocean.

EXPOSE YOUR SELLING MESSAGE over 1,143,600 consumers.

ORLANDO is the third fastest growing metropolitan market in the U. S.

WAREHOUSES for some products distributed in the Central Florida market are located in seaports of Jacksonville, and Tampa, but the CONSUMING Central Florida market is penetrated only by WESH-TV, WDBO-TV, and WLOF-TV.

Central Florida's exclusive TV market covers 19 counties, one-fourth of Florida's TV homes. Coverage based on 1960 ARB report.

WESH-TV
Ch. 2 - NBC
Avery-Knodel

WDBO-TV
Ch. 6 - CBS
Blair TV Assoc.

WLOF-TV
Ch. 9 - ABC
Young TV

. . . PENETRATING OVER 8 OUT OF 10 HOMES IN THE BILLION DOLLAR CENTRAL FLORIDA MARKET.

FLORIDA, STATE OF THE DECADE-LONG BOOM continued

southeastern tip of the United States is riding into the '60s on the impetus of an economic overhaul that is changing all marketing concepts—a change so rapid its significance has escaped those who haven't had a chance to study the modern influences in depth.

A close look up and down the peninsula from Jacksonville and Pensacola on the north to Miami and on to Key West will quickly show that:

- Florida's economic growth is double the national rate; its absolute gain in population is exceeded only by California; it ranks 10th in population.
- Consumers spend a higher than average share of their income for goods and services although its average personal income is just 93% of the present U. S. figure.
- Central and southeast Florida are pace-setting the spectacular spots in the U. S. economy.
- Manufacturing income is increasing at four times the national pace.
- Florida shares with California the highest passenger auto saturation in the U. S.—one auto per 2.4 persons.
- Gasoline sales are double the figure a decade ago.
- Per family and per capita retail sales are 20% above the U. S. rate.
- Individual income has multiplied 7½ times in two decades.
- Supermarket sales average $1.6 million per store compared to $1.4 million on the national level.
- Home-purchase mortgages (under $20,000) totaled $1.6 billion in 1960, going up while the rest of the nation went down.
- Federal government payments totaled $1.25 billion in the last fiscal year, including $260 million in pay of military personnel and $490 million in prime contracts.

That's a quick look at the way things are happening in Florida, a state blessed by benevolent nature with mild climate and an incredible geography. No other state in continental U. S. can claim 1,000 miles of navigable inland waterways, 30,000 lakes (many interconnected), 13 deep water ports, a statewide rainfall of 50 inches a year, a statewide underlayer of stored water, three-score springs of major and second magnitude totaling 3 billion gallons a day, and fertile soil.

All the essays by economists and the seductive claims of those who extol Florida's charms boil down to two elemental facts:

- People like to visit Florida.
- They like to live in Florida.

And Florida welcomes both visitors and new citizens because its decade-long boom—a healthy growth despite its speed—is characterized by a sort of reverse economic cycle.

People First ▪ Dr. Reinhold P. Wolff, director of the U. of Miami business-economic research bureau, put it this way:

"Traditionally an area develops from its raw material through commerce and processing to consumers.

"In Florida this process moves in reverse. First come the people, then retailing and wholesaling, next manufacturing for the market and finally the related industries."

Dr. Wolff added significantly, "If people are here, the jobs will come."

The jobs have been coming. Florida's economy is healthy and so are its residents, a majority of whom are migrants weary of northern winters.

Florida is a sort of ethnic and social anomaly. Its 600-mile northern strip forms the southern boundary of the Old South, an industrial, forest and farming area tied closely to southern Georgia and Alabama. Pensacola is just 60 road miles from Mobile, Ala.

Southern Florida, on the other hand, reflects the heavy northern migration, an impact shared by Central Florida and the West Coast.

The surf-lapped shoreline, longest in the continental U. S., and Florida's lakes bring 11 million tourists yearly to this land of 12-month outdoor living. They pour a cheery $1.8 billion into the state's economy (see tourism, page 82).

Well Advertised ▪ Florida's recreational charms are well-known and justly renowned. Not so well known is the full story of its phenomenal industrial growth—an increase of 1,000% in value added by manufacturing in two decades and 1,100% in manufacturing payrolls. New sophisticated industries of the jet and missile age have sprung up (see industry, page 74).

The end-of-the-line location once was a deterrent to industry. With the advent of light industry and air transport, the handicap of hauling expense is lessening and the state enjoys mounting importance as takeoff point for the Caribbean and South America.

Sprawling, up-to-date cities are spreading all over the Florida landscape. Payrolls have held up much better than the national average during the current recession.

Income Leader ▪ Dr. George B. Hurff, director of the Florida U. bureau of economic and business research at Gainesville, said the spending by affluent retired people helps keep per-capita buying in the state at a high point. Florida leads the entire Southeast in its personal income, he said, and the figure is rising faster than the U. S. pace.

Florida's business has been spotty in recent months. Actually the total amount of trade was above that a year ago but it was split up among more business firms. For new enterprises, like new houses and mills, are appearing so fast it's hard for federal and state agencies to keep count. The number of houses doubled in the last decade while population increased about 80%.

A fact-hunting observer setting out from northwestern Florida will discover the direct journey from Pensacola to Key West via Tampa is 878 miles—the longest distance between any two cities within any continental state and farther than El Paso-Beaumont or Amarillo-Brownsville in Texas. But the trip is a rewarding experience which reveals an economic revolution.

Homes Are New ▪ Most of Florida's structures are new. The 5¼ million people are living it up. They have mortgages, gossipy neighbors, low property taxes because of a $5,000 homestead exemption, traffic jams and unpaid bills. But they also have swimming pools, patios, 600 varieties of fish, surf, about a million boats and almost 365 days of sunshine.

Last September Florida's Keys fought back from Hurricane Donna, first major catastrophe in a quarter-century. "We had four feet of water and lost most of our equipment and the cash register," said Tom Hanley, operating a higher-priced restaurant at Marathon. "But we were open for business in two months. Yes, we got the money out of the cash register." The Keys are jammed with fishermen and vacationers —many big spenders who park their yachts at boatels with private docks.

Gov. Farris Bryant and Wendell Jarrard, new chairman of the state development commission, exude optimism for the '60s. They recall the doubled factory employment in the '50s and note that Florida was the only one of the 12 southern states that showed a 1960 increase in manufacturing employment twice the national rate.

They also mention Florida's position as the fastest growing of all states, which makes it attractive to manufacturers oriented to consumer markets; stepped-up industrial promotion at local and state levels; continued expansion at Cape Canaveral, which attracts more electronics firms; and intensified water shortages in other parts of the nation that give Florida's abundance an even greater importance.

Economic sunshine has been pouring on Florida for years. There's no forecast of imminent trouble by those who have been watching the state improve its national position and local prosperity. A conservative guess would indicate about a 50% growth in the market during the next decade, below that of the '50s but likely to be well above the national average.

People keep coming to Florida, and that's what Florida wants most.

Some of Florida's best figures...

Some of Florida's best figures are on television coverage studies: WJXT in Jacksonville puts you on the map in 65 bustling Northeast Florida and South Georgia counties vs. only 39 for the second-best station. With run-away leads in ratings—and in homes delivered—according to Nielsen, WJXT consistently offers advertisers Florida's most alluring sales figures!

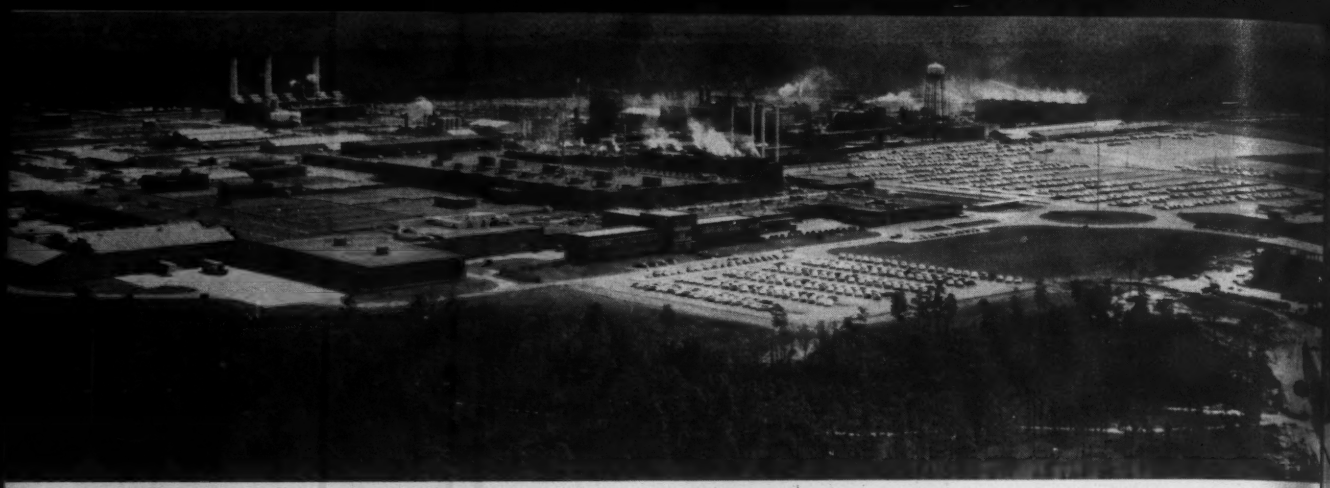
WJXT 4

JACKSONVILLE, FLORIDA

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division:

WJXT *channel 4, Jacksonville, Florida* **WTOP RADIO** *Washington, D.C.* **WTOP-TV** *channel 9, Washington, D.C.*



Near Pensacola the Chemstrand Corp. chemical fiber plant is the largest wholly unified nylon plant in the world. It has a capacity of 114 million pounds of nylon a year and employs approximately 6,500 persons.

Growth of industry sets national pace

MANUFACTURING GAINS IN IMPORTANCE AS BACKSTOP FOR TOURISM

A fun-hunting tourist, hellbent down U. S. 1 or 441 at 65 mph toward Florida's 30,000 lakes or 1,197 miles of beaches, will pass by billions of dollars in industrial and military plant investment without sensing the existence of the state's newest attractions.

Florida's landscape is dotted with large and small installations whose appearance within the last decade has made it the fastest-growing industrial economy between the Atlantic and the Pacific.

Fastest Growth ▪ From 1954 to 1958 Florida led the U. S. in percentage growth of manufacturing, a growth that doubled that of Texas and California. Arizona, with only a tenth the population, tied Florida in the growth rate.

Dr. George B. Hurff, director of the U. of Florida economic-business research bureau, said that Florida manufacturing rose by 78% in value added, 80% in payrolls and 40% in number of employes compared to respective figures of 12%, 18% and minus 0.7% for the nation.

This industrial expansion is having an important influence in the state. It serves as a backstop for the basic tourism and agricultural income and helps make the economy depression-proof. The three leading industries are food and kindred products; chemicals, pulp, paper and paper products.

Yet this important industrial growth owes much to the newer products of the jet age—electronics, plastics, electrical products, light metal fabrication and the routine requirements of a boomish area.

A detailed story of Florida's industry is likely to be outdated by the time it appears on a printed page. The modern, one-story plants often are scarcely visible from traffic arteries though many add to the charm of the area in contrast to the unsightly stacks and multistoried structures of earlier decades.

A lot of big plants can be seen only from a low-flying plane taking an uncharted, wandering course around the state. Some can't be seen even from the air due to stay-off mandates by the military—Cape Canaveral and its $700 million Patrick Air Base complex, for example.

Plants Are Many ▪ On a here-and-there flight from Daytona Beach northwest to Gainesville, a huge new Hudson paper plant appears on the landscape. A few moments later, after a quick look at the little town of Spuds—it's a potato-growing center—the enormous Sperry-Rand plant appears at Gainesville. Southbound out of Gainesville are quarries and then the first orderly orange groves with the processing plants operated by the Minute Maid-Coca Cola combine. South of Orlando, where industries appear in bunches, looms the biggest of them all—Martin's missile plant.

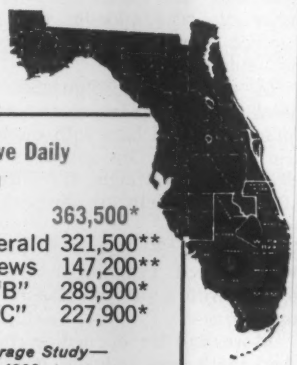
The jet and missile-age installations are fed by hundreds of smaller component and assembly plants. These and the more prosaic plants making modern necessities are operating in Florida because there is a good supply of skilled labor; these employes and administrative personnel like to live in the cozy climate; there's minimum absenteeism due to weather or illness; the state has unlimited water supplies; it provides nearby markets for much of the production and it's easy to attract young technicians and engineers to the outdoorsy living—and they bring along their families.

All this has led to lively intramural competition among cities and smaller communities anxious to land money-bringing industrial plums. Miami, St. Petersburg, Tampa, Jacksonville, Fort Lauderdale, Orlando, Gainesville—these and dozens of others are scouring the nation in the search for new industries.

In the middle of the last decade the then governor, LeRoy Collins, set up the Florida Development Commission with an industrial services branch. Florida's charms were soon being extolled, supported by statistical services and a promotional budget.

Big Business ▪ The new firms setting up major shops in Florida since 1955 comprise an all-star industrial rollcall

Evaporators like this make possible production of concentrated citrus juices.



Comparative Daily Circulation

WTVJ	363,500*
Miami Herald	321,500**
Miami News	147,200**
Station "B"	289,900*
Station "C"	227,900*

**ARB Coverage Study— January 1, 1960*
***Publisher's Statement— March 31, 1960*

Not only does WTVJ outshine the other two television stations, but it reaches more homes than Miami's two newspapers, too! 13.1% more South Florida homes view WTVJ daily than read the area's largest newspaper... 147% more than the second newspaper. And 40.5% more homes watch WTVJ daily than the average of the other two Miami TV stations. If you haven't yet seen Profile III, check with your PGW Colonel right away—it's revealing!

WTVJ

CBS

SOUTH FLORIDA

A Wometco Enterprises, Inc., Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

—Pratt & Whitney, West Palm Beach; Martin, Orlando; Univis Lens Co., Fort Lauderdale, one of the largest lens-grinding firms (you may be wearing Univis lens to read these words); General Electric Co., St. Petersburg: Anheuser-Busch and Schlitz, Tampa; RCA, near West Palm Beach; American Cyanamid at Pensacola; Prudential Insurance Co., huge office building in Jacksonville; Minneapolis-Honeywell, St. Petersburg and Riviera Beach; Sperry-Rand, Gainesville and Clearwater; Chemstrand, at Pensacola; Radiation Inc., at Melbourne; St. Regis at Pensacola and Jacksonville, and American Airmotive and Aerodex, Miami, are among major expansions.

There's talk of new projects to come —Minneapolis-Honeywell with a big Dyna Soar space vehicle program and a $12 million U. S. Sugar Corp. plant in the Palm Beach area, for example. Florida is deep in the atomic business with a $72 million government investment, including a $12 million GE project near St. Petersburg that has 1,500 employes. Florida leads the nation in producing nuclear-age metals.

Florida lacks its own oil and gas but gets it easily from Texas and other producing spots by water haul and by the Houston Texas Gas & Oil Corp. pipeline that distributes Texas gas over the state.

The industrial setup includes a $70 million phosphate industry that provides half of this nation's supply. Processing plants for commercial fish and citrus fruits are important, and the 22 million acres of commercial forest land supports a $300 million pulp industry for paper and plastics.

Last decade 700,000 homes were built, using vast quantities of Florida-fabricated products, and another 900,000 will be built in the 60s.

Industrial executives are confident fast air transport will help the state, with its extensive airport and repair facilities and favorable location for shipment of light products to Latin America, the Caribbean, Africa and other markets.

An effective aid to industry is the big research facility at the U. of Florida in Gainesville. This engineering and industrial experimental station will soon be joined in major research and development work by a project to be set up at the U. of Miami. Industries are provided facilities that speed the development of orderly industrial progress. Availability of these facilities attracts new plants to the state.

Impressive Statistics ▪ The basic manufacturing figures compiled by the U. S. Census Bureau in 1958 show a 78.3% increase in value added by manufacture since the bureau's 1954 compilation. The electrical machinery group shows the highest gain, 719%, followed by miscellaneous, 589%, chemical, 193%; stone-clay-glass products, 181%; textile mill products, 171%; primary metals, 145%.

Total value added by manufacture in 1958 was $1.4 billion. Food was first, $331 million, followed by chemicals, $236 million; pulp-paper, $156 million; stone-clay-glass, $103 million and down to $4 million in leather goods.

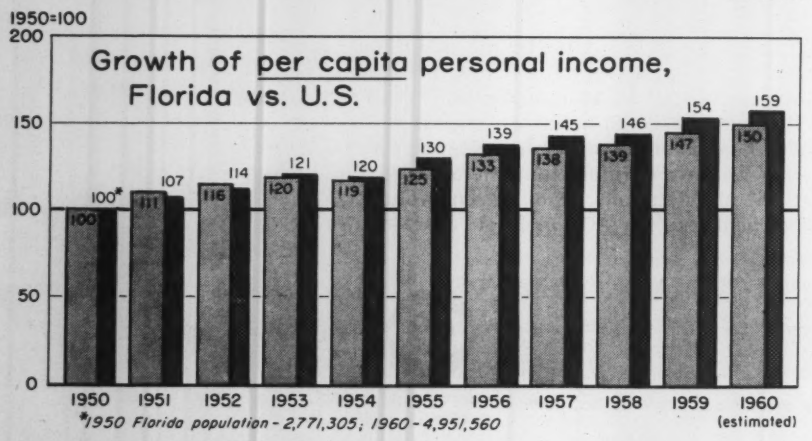
With the high-paying jobs in its glamour industries—aviation, electronics, plastics, light metals, nuclear plants and pharmaceuticals—Florida points proudly to its growth and its claim to national leadership in new industry during the first half of 1960. And Florida is confident it can come up with the 18,500 new industrial jobs needed every year to meet the growth pace predicted by Arthur D. Little Inc., famed Boston research firm, in a study of the state's economy. These industrial jobs will provide the foundation for a total of 70,000 new jobs that will be needed every year.

Martin's Orlando plant, the state's largest (over 9,200 employes) and only 3½-years old, is located on a 7,000-acre site. Its Pershing, Bullpup and other missiles are loaded with gadgetry evolved from products of several thousand sub-contractors.

In the heavier industries, Florida Steel Corp., at Tampa, converts scrap metal into steel bars with modern electric furnaces. This provides a saving of $14 a ton freight for Birmingham steel, a big help to the construction industry.

Last year 30 new electronic plants were opened, bringing the state's total to 180 with a payroll of perhaps $100 million.

More will be opened every month. And that's how industry is growing in Florida.



Prepared by Bozell & Jacobs, Inc.

Fine. Who sharpens your people?... The Advertising Federation of America works continually to sharpen the skills of those who sell this nation's products and services. > All year round, nearly every business day, one or more of the 180 advertising clubs of the AFA and the Advertising Association of the West across the country participate in workshop sessions or in advertising and marketing clinics. > From June 11-23, AFA will hold its annual Advanced Management Seminar in Advertising and Marketing, supervised by faculty members of the Harvard Graduate School of Business. At these seminars, advertising executives sharpen skills, gain scope, by working with management problems in which advertising is a vital element of the overall operation. For details, write AFA. > Participation in these programs makes for more effective businesses and a more vigorous economy. You have a stake in this economy. To further your business interests, join AFA-AAW and lend this study program your leadership. You will profit from it.

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THE ADVERTISING ASSOCIATION OF THE WEST
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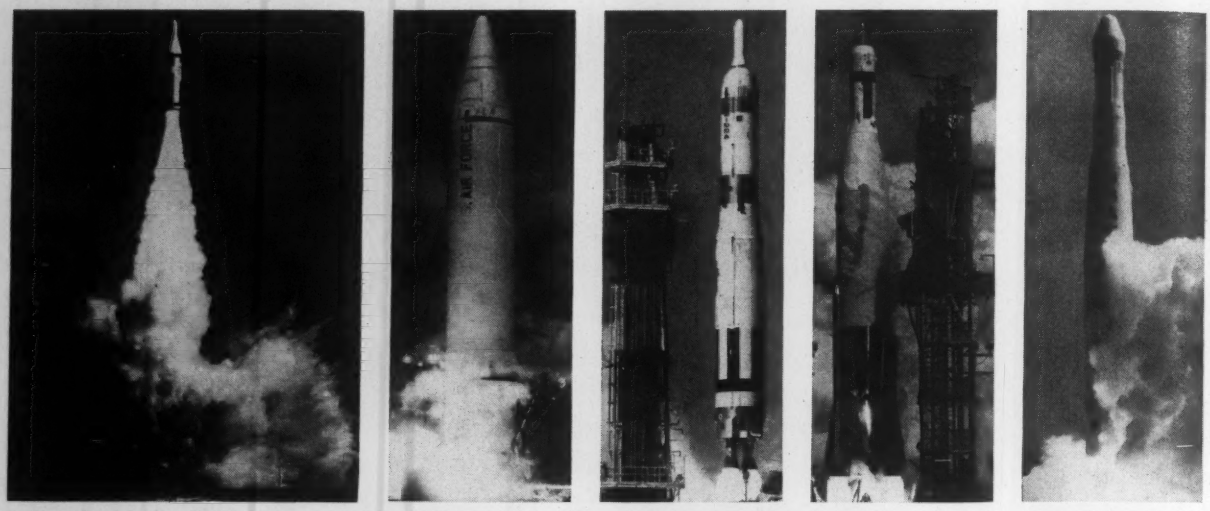
The Advertising Federation of America and the Advertising Association of the West and their 60,000 members marshal the forces of the advertising industry to protect its freedoms, to promote education in, for and about the profession, and to conduct public service activities through its media.



A Polaris missile (left) is launched from the Patrick Air Force Base; an intermediate ballistics missile (second) tests ground support equipment; a Titan missile (third) is launched from the test center; the Convair-Lockheed Midas is off; and the U. S. Army Courier 1B communications satellite in flight.

Canaveral, free world's rocket center

ENTIRE STATE FEELS IMPACT OF SPRAWLING MILITARY BASE

Shortly after noon last March 15 a white vapor trail streaked upward in view of a reporter driving into Cape Canaveral, Fla.

The latest version of the Polaris missile, propelled by solid fuel, accomplished two missions as it sped down the Atlantic missile range:

- It achieved important scientific and military goals.
- Of more immediate importance to Florida, particularly the central part of the state, it demonstrated the economic impact of the largest missile proving ground in the free world.

This decade-old project is part of Patrick Air Force Base, a $700 million depot providing work for 17,300 service and civilian personnel, and one of 27 major defense establishments in Florida. Its payroll increased from $2 million to $130 million in a decade.

Brevard County, which houses this vast installation, received $115 million of this payroll in 1960. And the figure doesn't include another $14.3 million in contracts for construction or the $53.6 million in contracts for supplies and services. Moreover, all of these figures are increasing in 1961.

Swift Growth ▪ Yet this is only part of the story of a once backward county that had only 23,000 population in 1950. The 1960 census gave Brevard County over 111,000 population, an increase of 370%.

"Brevard County is the fastest growing county in the United States," according to Lt. Col. Clifton A. McClelland, of the missile center's operations analysis office. "Last year 40,000 visitors were recorded at the base. This does not include uncounted thousands of friends and relatives."

The numerous tourist accommodations around Cocoa Beach, neighboring Cocoa on the mainland and adjacent communities can sleep 13,000 persons any night, Col. McClelland added.

Quoting U. of Florida figures, Col. McClelland said more than 75,693 persons migrated into Brevard County to

Florida's Rate of Growth

Year	Population	Retail Sales (000)	Electricity (kw capacity)	Auto Licenses	Gasoline Sales (1,000 gals.)	Tourist Rooms
1950	2,771,305	$2,810,451	1,029,352	1,117,105	778,906	513,995
1951	2,968,000	2,928,490	1,130,452	1,225,591	859,550	**
1952	3,122,000	3,157,493	1,274,539	1,320,566	953,376	**
1953	3,289,000	3,494,120	1,458,108	1,461,081	1,023,646	**
1954	3,469,000	3,561,210	1,743,487	1,579,502	1,104,189	**
1955	3,678,000	4,577,023	2,062,000	1,800,959	1,232,165	664,473
1956	3,937,000	5,279,952	2,293,636	1,984,860	1,371,215	710,521
1957	4,209,000	5,892,159	2,585,000	2,216,414	1,489,104	711,973
1958	4,515,000	6,276,133	3,264,000	2,346,775	1,565,920	791,614
1959	4,884,000	6,625,213	3,548,000	2,554,047	1,672,151	809,602*
1960	4,951,560	7,000,000*	**	2,717,121	1,763,310	816,047*
1961	**	7,300,000*	**	**	**	828,955*

*Estimated **Not available

The Northrop Snark takes off on a test flight from the Air Force Missile Test Center at Patrick Air Force Base.

live in the last decade, equal to the migration in New York State.

All these new residents required housing, schools, community services, supplies and the other accoutrements of modern society. The county's median family income (after income taxes) rose from $2,079 in 1949 to $5,100 currently. Total personal income increased 885%.

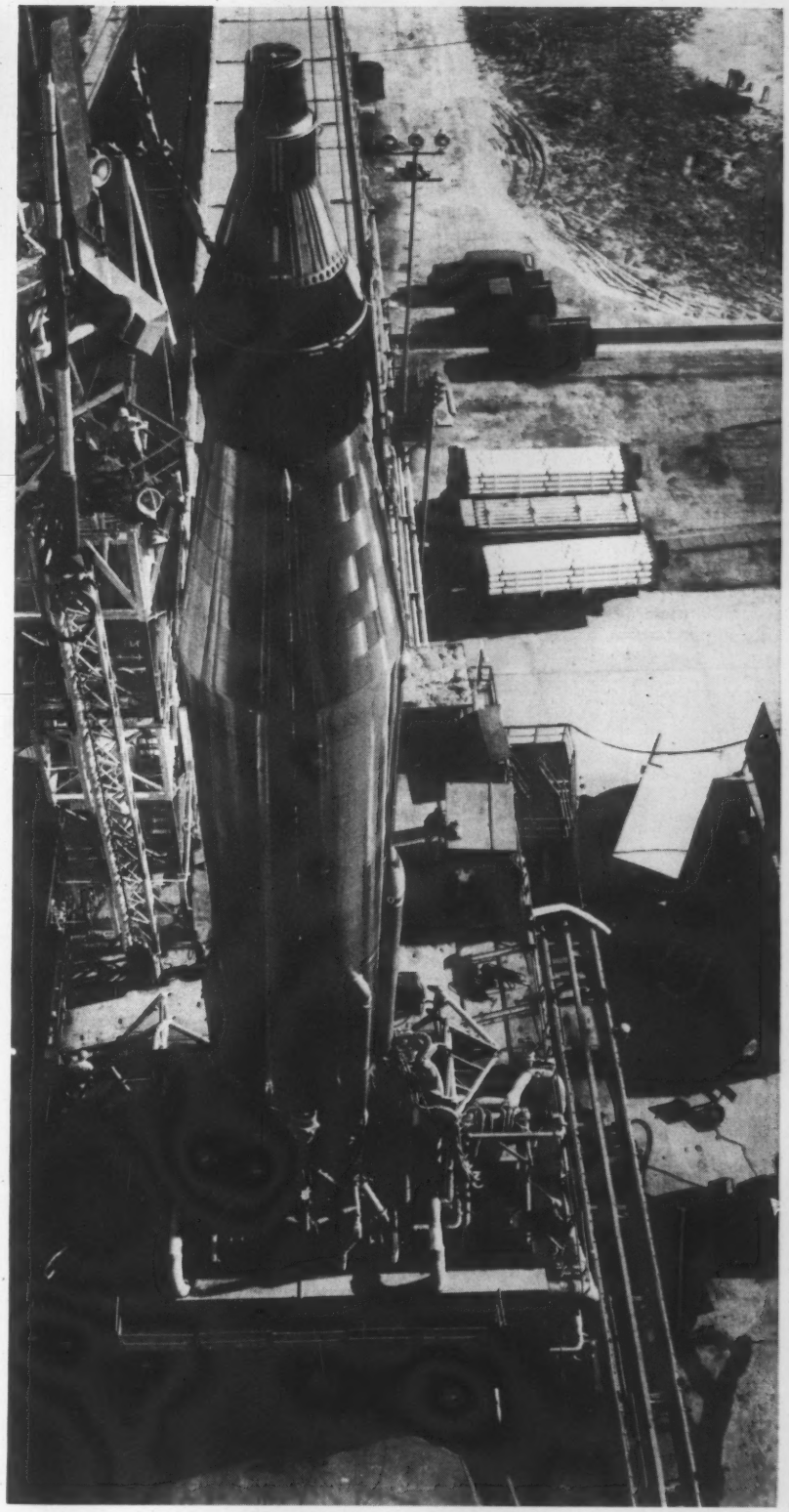
State Profits ▪ The impact of the missile center is felt all over the state but the bulk of the economic benefits flow into Central Florida, with Orlando as the main beneficiary. Incidentally, some 500 Orlando residents drive 30 miles to the cape every day to work at the missile site or the administration center down the beach.

To house all the people who moved into Brevard County more than 21,000 dwelling units were constructed. In addition, 6,500 house trailers were added and a number of other buildings converted into dwellings.

About the future. Col. McClelland cited a projection showing an estimated 166,500 persons in Brevard County by 1964. This is based on increased employment at the missile center and other non-defense industrial growth. By 1970 the population may reach 200,000.

Missiles for the Air Force, Army and Navy are tested at Cape Canaveral and space vehicles are launched for the National Aeronautics & Space Administration as well as the Defense Dept.'s Advanced Research Projects Agency.

Growth of the missile center was an important factor in the recent order setting up new air routes to the Pacific Coast. Canaveral was recently designated a "port of entry" for discharge of foreign goods, providing another boost to Central Florida's economy.



A view from the air of the Atlas Missile 10D, with its mercury capsule installed, ready for launching at Cape Canaveral. Growth of this huge base, where missiles are tested for the Army, Navy and Air Force, has contributed substantially to the growth of Florida's economy.

Florida crops retail for $2 billion

FRUITS, WINTER VEGETABLES MOST IMPORTANT; BEEF INDUSTRY GROWS

The first A-bomb dropped on Japan in August 1945 had an unpublicized side effect on a small food-processing plant in Central Florida's lake country. Besides signaling the imminent end of World War II, the bomb blasted the hopes of struggling Florida Foods Inc. to start a new food industry based on—guess what?—dried orange juice.

Knowing heads had nodded in the land of orange groves when little FF landed a $750,000 order for orange powder from the Quartermaster Corps. Growers were sympathetic when the government contract was promptly canceled, but they nodded again when FF announced a few months later that it had come up with another idea—frozen concentrated orange juice.

By the spring of 1946, just as the citrus market was crashing, FF had accumulated 2,500 cases of concentrate and shipped them to the Washington, D. C., trade.

Out of that post-war struggle came the present Minute Maid-Coca Cola combine, world's largest grower and processor of citrus fruits.

A similar tale of industrial daring centers around the growth of Tropicana Products Inc., which sells half of all the chilled Florida orange juice. This is natural-strength juice. They thought Anthony T. Rossi, head of Tropicana Products Inc., was a bit balmy when he announced in 1956 the good ship *SS Tropicana,* a tanker, would sail to New York from Port Canaveral with an 8,000-ton cargo of fresh orange juice. Now the *Tropicana* makes the New York voyage every nine days.

Saved the Industry ▪ These two industries saved the struggling orange-growing country by creating new markets for their fruit. Nearly three-fourths of the crop now goes into juice. Florida's citrus crop, dominated by oranges, has an on-tree value well in excess of $200 million and retail value of $1 billion, according to the Florida Citrus Commission. Florida grows over 73% of the nation's citrus crop (23% of the world's). California is second.

Minute Maid owns 25,000 acres of groves and leases another 5,000. This acreage supplies about a third of the fruit. It headquarters in Orlando.

The 1960-61 citrus crop, which dominates the state's agriculture, is a good one, according to the citrus commission. Size of the crop is good, and prices are holding up.

A yearend report by Neill Rhodes, commissioner of the state's marketing bureau, gives these values for the 1959-60 crop season: citrus, $275 million; truck crops, $170 million; other fruits, nuts, $2.8 million; field crops, $77 million; livestock, $98 million; dairy products, $90 million; poultry-eggs, $43.7 million; horticultural specialties, $37 million; forest products, $14 million.

Crop Value High ▪ In Florida they like to say that agriculture generates more income than tourism or manufacturing, using a figure of over $2 billion for the value of crops at retail, wherever sold.

The fertile soil, some of it black muck, yields enormous crops on a year-round basis. Florida has long supplied winter vegetables and fruits to the northern markets and this will continue at an accelerated rate in the 60s, it's generally believed.

Commercial flower growing is becoming more important and is the largest outside California. Around a million hampers of gladiolus and 400,000 of cut chrysanthemums are shipped out of Tampa, Fort Myers and other centers from December to June by air, truck and rail transport.

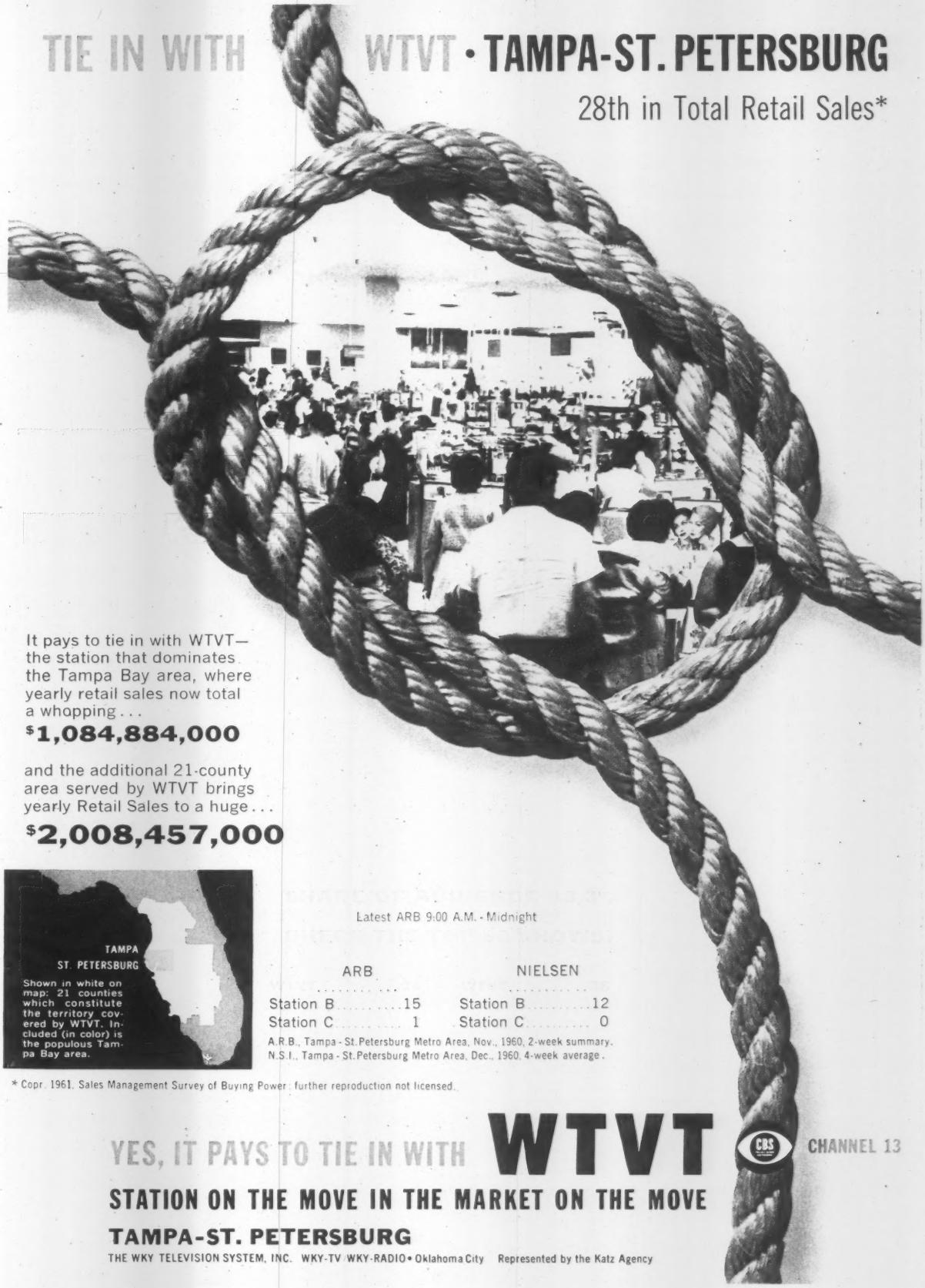
Soon Popular ▪ Frozen orange juice, packed in a six-ounce can to which three cans of water are added, caught on quickly and sales zoomed to 500 cases a week. FF was caught short when Snow Crop Markets, its distributor, was bought by Clinton Foods. William A. Coolidge, head of National Research Corp., and John Hay (Jock) Whitney rescued FF by investing about $800,000 in the project. Another boost came from crooner Bing Crosby, whose radio plugs extolled the merits of frozen orange concentrate. Sales in 1948 totaled $3 million and in 1949 Minute Maid was adopted as the company name.

Florida's cattle graze in deep, rich pastures, green the year 'round. About 1.6 million beef cattle roam the pastures. The state eradicated the screwworm by an intense program that utilized radiation techniques.

There's tobacco, some shade-grown in the northern part of the state. The state's agricultural future looks good. The lush soil around Lake Okeechobee could produce all the sugar cane and beet sugar the nation could use but neither is a major crop.

TIE IN WITH WTVT • TAMPA-ST. PETERSBURG

28th in Total Retail Sales*



It pays to tie in with WTVT—the station that dominates the Tampa Bay area, where yearly retail sales now total a whopping . . .

$1,084,884,000

and the additional 21-county area served by WTVT brings yearly Retail Sales to a huge . . .

$2,008,457,000

Shown in white on map: 21 counties which constitute the territory covered by WTVT. Included (in color) is the populous Tampa Bay area.

Latest ARB 9:00 A.M. - Midnight

ARB		NIELSEN	
Station B	15	Station B	12
Station C	1	Station C	0

A.R.B., Tampa - St. Petersburg Metro Area, Nov., 1960, 2-week summary.
N.S.I., Tampa - St. Petersburg Metro Area, Dec., 1960, 4-week average.

* Copr. 1961, Sales Management Survey of Buying Power; further reproduction not licensed.

YES, IT PAYS TO TIE IN WITH **WTVT** CHANNEL 13

STATION ON THE MOVE IN THE MARKET ON THE MOVE

TAMPA-ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC. WKY-TV WKY-RADIO • Oklahoma City Represented by the Katz Agency

WHERE THE TOURIST IS KING

11 million visitors contribute $1.8 billion a year to Florida's continued economic well-being

The metropolis of Miami and its adjoining Miami Beach playground shuddered last month at the tart comments of a roving newsman who claimed he had been treated discourteously by a Miami cop.

Mayor Robert King High, of Miami, apologized to syndicated columnist Jim Bishop, who had been in the city during a break in the famed Judge Peel trial at Fort Pierce.

The mayor had good reason to be concerned over press and broadcast publicity given the event. After all, Miami and Miami Beach share a huge chunk of the $1.8 billion spent yearly by the 11 million tourists who visit Florida for fun, fishing and good health.

Tourism is Florida's No. 1 industry, a phenomenon that should continue so long as Americans like to loll in the sun, romp in the surf, go to the races and escape the rigors of northern winters.

Mayor High moaned in public over the publicity given the Jim Bishop incident. "It's more damaging to the city than anything that has taken place in years," he said. But Walter Headley, police chief, took a calmer view, resenting the mayor's indictment of the whole police force because of a single incident involving one officer who didn't give a polite answer to a request for directions.

Business Gains ▪ This one incident quickly blew over as southeastern Florida counted the money that flowed in with tourist business enjoying a revival in March following the nationwide air strike.

It pointed up, however, a problem that has long concerned the state—the matter of courtesy to strangers who come bearing folding money and traveler's checks. "Keep Florida green—bring money," its residents like to say, obviously aware of the part tourism has played in the state's fantastic growth during the last decade.

The winter vacation season hit a high level before Christmas, tapered off after the holidays and then rose to a Feb. 15 peak. It fell off earlier than usual but the early March pickup was encouraging.

"Tourists are spending less money for fancy quarters," said Robert Riedel, director of the hotel and restaurant unit of the Florida Development Commission. He said one big vacation hotel reported it wasn't refusing as many people as a year ago—a sad state that shook its owners right down to their fifth mortgage.

Florida is overbuilt in some spots. Even at the Feb. 15 peak there were reasonably priced (depending on the location) hotel and motel rooms available for those who would look. Total tourist business this season has been at the 1960 level despite the national recession, but the money has been divvied up among more rooms and restaurants. This is described as the reason for many of the complaints by businessmen.

Welcome For Tourists ▪ Mr. Riedel said his office is emphasizing the need for courtesy to tourists. Taking a leading role in the statewide move is Florida Assn. of Broadcasters. Early this year FAB under President Lee Ruwitch, executive vice president and general manager of WTVJ (TV) Miami, started a politeness campaign to educate Floridians on the value of tourism. Stations are broadcasting spots pointing out the advantages of giving tourists a good welcome. James LeGate, former broadcaster, is president of the Miami-Dade County Tourist and Convention Council.

"Floridians were beginning to take tourists and tourism for granted," said Ed Keys, assistant director of the Miami-Dade County Chamber of Commerce. "Now they're becoming aware of the importance of this industry as well as the growing popularity of the Bahamas and Caribbean islands. The state's broadcasters were quick to take up the campaign to make tourists and their dollars welcome."

The rise of the motel has helped Florida's popularity, with around two-thirds of tourists staying in these facilities compared to the 10% who put up at hotels. Four out of five tourists come by automobile, 14% by plane, 3% by train and 3% by bus, according to the Florida Development Commission.

Of the $1.8 billion spent directly by tourists, 24% goes to lodging, 28% to food and drink, 12% to amusements, 12% to clothing and footwear, 8% to gasoline, 7% to souvenirs and gifts, 4% to drugs, cosmetics, tobacco and photo supplies, 2% to services and lesser percentages to assorted auto expenses, barbers, doctors and utilities.

Big Money ▪ Florida residents received $223 million in salaries and wages out of tourist spending in service establishments and $115 million in retail stores. This tourist spending yielded $76 million in direct taxes, one-seventh of all taxes collected by the state. Direct advertising by the state was credited with producing $100 for each promotional dollar spent.

While August is the best tourist month in Florida from a numerical standpoint, summer tourists stay about half as long as those arriving in winter, living it up cheaply on the beaches and spending less than half as much per person. Mid-Atlantic and East North Central areas are the principal source of tourists.

The state hopes to attract more visitors from the Midwest and Far West and the March order providing National, Delta and Eastern airlines with new routes is expected to stimulate this source of tourism.

Though hotels and motels are described as overbuilt, the bed-hunting agonies of a wandering reporter during March didn't confirm the claims of those familiar with tourist housing.

More motels have been built in the last 30 months than during the previous seven years. Official figures show that one out of four tourists stay with friends and relatives.

Entertainment Sought ▪ Florida visitors want to be entertained, and they get what they want. The state is dotted with attractions based on natural beauty —flora, fauna and feminine. The average family spends $60 on amusements, or a total of around $250 million last year. Cypress Gardens, Parrot Jungle, Silver Springs, Bok Singing Tower and many other attractions entice tourists to their gates.

Cypress Gardens and 22 other enterprises belong to Florida Attractions Assn., which has a code of ethics designed to see that tourists aren't gypped or advertising falsified. A quarter-century ago Dick Pope Sr., father of water skiing, started clearing a cypress swamp. The result was the world-famed water-skiing show. The attractive spot has provided a setting for five major movies, 1,000 newsreel features, 351 movie shorts, countless tv shows and skiing tournaments.

The dynamic Mr. Pope and his son, Dick Jr., operate the gardens, "where rare and exotic plants gathered from the ends of the earth form a paradise of beauty and a mecca for over a million visitors each year." They say few visitors have ever complained they didn't get their $2 worth.

Water Sports Abound ▪ With 30,000 lakes, plus 17 large springs and 50 stream basins, Florida claims to be outstanding in its water attractions. The general coastline of 1,197 miles is the longest of any state. These provide year-round fishing (600 varieties), boating and swimming—a collection of water recreational facilities said to be unmatched anywhere in the nation.

The Keys area consists of a series of small islands surrounded by the Atlantic Ocean, Gulf of Mexico and some of the world's best fishing. Weather is tropical and no frost has even been detected. A scenic overseas highway, damaged by 1960's Hurricane Donna, was quickly repaired.

"Everyone benefits by Florida tourism," the development commission said. Many tourists return to become citizens, fleeing from northern snows.

Nearly three out of four who go to the race tracks are tourists. The tracks had 1,519,000 paid admissions in the 1959-60 season and the state got $14.5 million from the $170 million bet at mutuel windows. In the off-season, 500,000 visitors go to the Hialeah track in Miami, where the pink flamingoes are a tourist attraction.

Name your fun—Florida's got it, and hopes you'll come back for more, bringing more of the green stuff.

NORTH, AREA OF MANY FACES

Populous markets in three adjoining states tied into 400-mile Jacksonville-Pensacola strip

The statistical story of the 400-mile east-to-west strip often described as Northern Florida is enough to drive a marketer daffy—that is, until he throws away his geography and goes dollar-hunting.

This slice of Florida has many economic faces. It is anchored on the east by Jacksonville and on the west by Pensacola. Both are major metropolitan trading areas, throbbing with modern industry and important military bases.

In between is wooded country teeming with pine trees plus farming land and such communities as Tallahassee, the capital, Panama City and Lake City.

Important Borders ▪ Northern Florida has two boundaries, both important. On the south are the Gulf of Mexico and the rest of the state of Florida. On the north are Alabama and Georgia. Not contiguous but of economic significance is southern Mississippi.

The commercial aspects of this unusual geography become apparent if the Jacksonville and Pensacola trading areas are each defined as the territory covered by a strong television signal.

Scorning artificial barriers of the mapmaker, a Jacksonville tv wave will reach northward to a score of Southern Georgia counties that include such markets as Brunswick and Waycross. To the marketer this means around 1¼-million people who will spend at least $1½ billion this year.

And Pensacola, Jacksonville's opposite number, includes a dozen Alabama and a half-dozen Mississippi counties in its actual trading area. This embraces Mobile, Ala., which for years has counted Pensacola as a market rival. The Pensacola-Mobile combination adds up to close to a million people who will spend around a billion dollars in 1961.

A mathematician, groping for a fancy definition, might describe the complex this way: North Florida consists of the sum of its productive parts plus important parts of southern Georgia, Alabama and Mississippi.

The industrialization of Northern Florida started in a serious way after World War I when the duPonts began acquiring pine forests, feeling pine provided the best pulp for some types of paper and boxes. Reforestation techniques were set up to provide a continuous yield and avoid destruction of forest land.

A kraft mill was opened in 1938 at Port St. Joe on the Gulf Coast by St. Joe Paper Co. It has grown and a chemical complex has developed, including Glidden Co. (fatty acids, and other chemicals for paint, ink, linoleum), Allied Chemical (supplying chemicals to the St. Joe and other pulp plants) and Michigan Chemical (extracting magnesium from sea water).

Long a Port ▪ Jacksonville, of course, had been an important seaport since colonial days but 20th century industrialization keyed its growth into major importance. Its eight miles of improved waterfront and 70-odd piers are supported by the largest naval stores yard, next-to-largest coffee and largest wholesale lumber market in the South Atlantic.

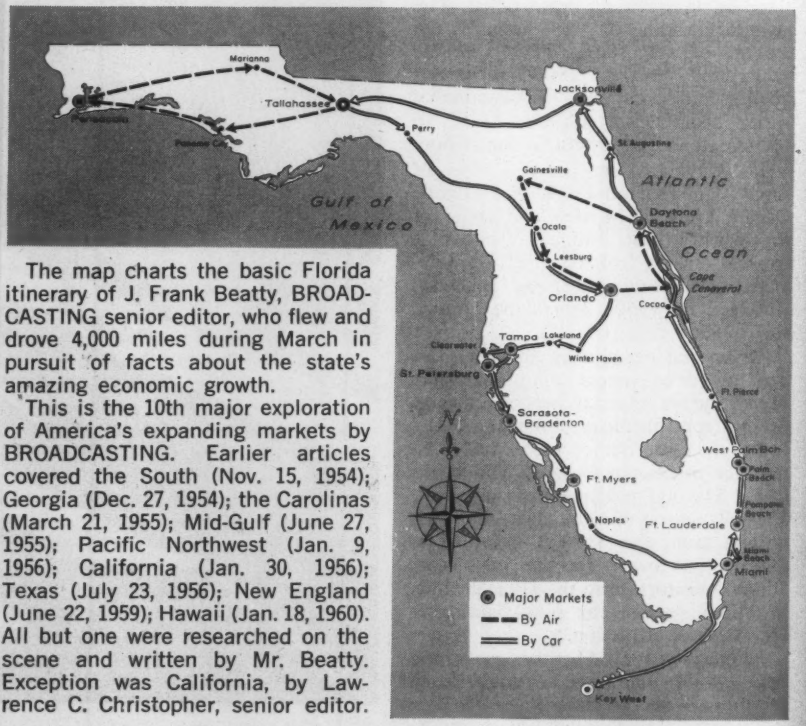
Distribution is a major Jacksonville business. The city boasts next-day delivery of cargo 400 miles in any direction except eastward (Jacksonville Beach is only 16 miles away). That includes Miami, Pensacola-Mobile and Charlotte, N. C. New expressways ($100 million worth) in the city will be joined in the future by high-speed roads to Miami and to Orlando and St. Petersburg. Recently the Walgreen and Rexall regional headquarters were moved from Atlanta to Jacksonville. Atlantic Coast Line moved its headquarters from Wilmington, N. C., to Jacksonville.

With its fine harbor, ship-repair facilities, rail and highway complex and air service, Jacksonville likes to be known as the distribution point for an area having 5½-million people. If a cross-Florida canal is built, Jacksonville's location on the wide St. John's River will give it a great circle water route up the East Coast to the St. Lawrence Seaway, through the Great Lakes and down the Mississippi to New Orleans and across the Gulf of Mexico to the canal entrance on the West Florida coast.

Retail trade for the first quarter of 1961 was running ahead of last year. Jacksonville is growing as an insurance center. Its shipyards have a big business in cleaning oil tankers, the ships arriving from the north all ready for housecleaning.

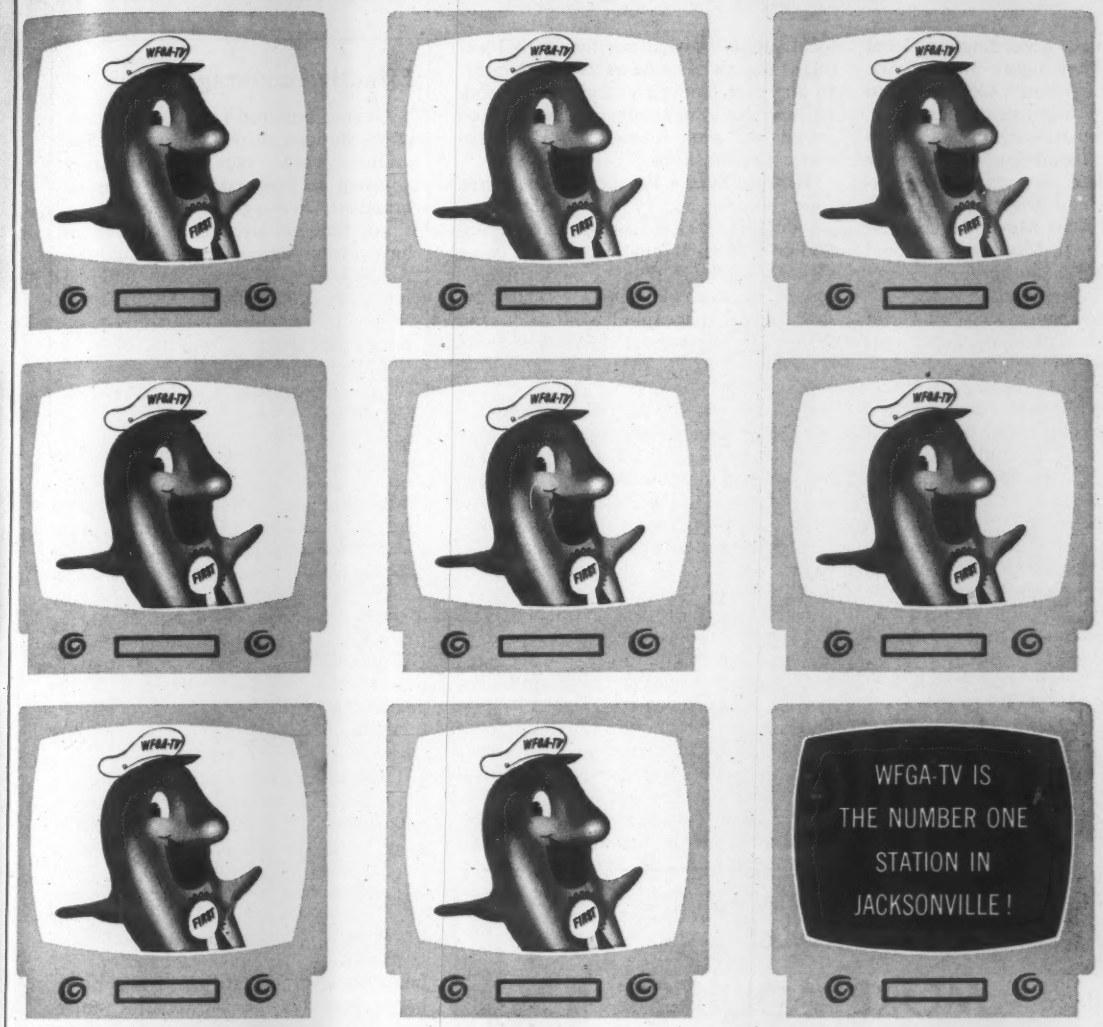
More Factories ▪ Manufacturing doubled in the decade ended in 1959. That year metropolitan area plants showed $176 million value added by manufacture, with $70 million in manufacturing payrolls. A thousand wholesalers employed 13,500 persons with a $53 million payroll. Headquartered in Jacksonville is the 526-store southeastern chain (Kwik-Chek and Winn-Dixie) operated by Winn-Dixie Stores Inc. The chain has 225 stores in Florida, doing nearly half of the $721 million in annual sales. Sales this year are running above 1960, the chain reported. Jacksonville has one of the largest stores in the Sears Roebuck group.

The U. S. Naval Station at nearby Mayport is growing into a $30 million project, with the Navy spending $6.5 million in local markets. The naval payroll is $30 million yearly for 6,000 civilians and $142 million for 27,459



The map charts the basic Florida itinerary of J. Frank Beatty, BROADCASTING senior editor, who flew and drove 4,000 miles during March in pursuit of facts about the state's amazing economic growth.

This is the 10th major exploration of America's expanding markets by BROADCASTING. Earlier articles covered the South (Nov. 15, 1954); Georgia (Dec. 27, 1954); the Carolinas (March 21, 1955); Mid-Gulf (June 27, 1955); Pacific Northwest (Jan. 9, 1956); California (Jan. 30, 1956); Texas (July 23, 1956); New England (June 22, 1959); Hawaii (Jan. 18, 1960). All but one were researched on the scene and written by Mr. Beatty. Exception was California, by Lawrence C. Christopher, senior editor.



WFGA-TV captures a big 51.0% share of audience in November ARB!

From 9 a.m. to midnight, 7 days a week, WFGA-TV corrals a 51% metro share of sets-in-use in Jacksonville. For the biggest return on your advertising dollar, see your PGW Colonel about WFGA-TV.

WFGA-TV

JACKSONVILLE abc NBC

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

service personnel, according to local businessmen. They figure Jacksonville will be the main Atlantic Coast rival to the port of New York in a decade.

Jacksonville is dressing up its downtown as well as outlying areas. New facilities include a new $5 million six-story City Hall, new county courthouse, new 20-story Robert Meyer Hotel, new 22-story Prudential Insurance regional headquarters and $10 million 17-story Atlantic Coast Line headquarters.

This financial center has three of Florida's largest banks. Its paper and kraft mills, cigar plant, glass and cigar-making facilities are important employers. Duval County will soon reach a half-million population and hopes to hit the million mark in the mid-'70s.

Pensacola's broad-beamed economy is based on chemical and pulp industries, fishing, the military, tourism and distribution—and lots of each. The industrial rollcall features such names as Chemstrand, American Cyanamid and Escambia Chemical. The Navy's six flight bases have a $96 million annual payroll, including 6,500 civilian personnel; Eglin Air Force Base has a $60 million payroll, with 4,000 civilians.

The American Cyanamid plant, with an investment of $27 million, was located in Santa Rosa County after the company had scanned 200 sites in search of a spot with plenty of pure water. It's generally known that the local supply is what northwestern Floridians like to describe as 99.999% pure. In any case, American Cyanamid needed, and got, extremely pure water and found just what it wanted for its synthetic Creslan fibre.

Historic Spot ▪ Pensacola was visited four centuries ago (1559) by the Spanish explorer Tristan de Luna and settled in 1698. It changed hands occasionally as Spain, France and England sensed its strategic value. For a brief time it was the capital of Florida and in the War Between the States the city surrendered to the federal troops.

The naval air station is home base for all naval aviation training and the Air Force has its enormous base, Eglin, 40 miles to the east. The city is spending $3½ million to improve the port and expand foreign trade, being the closest shipping point for the world's largest integrated kraft paper plant, St. Regis, which processes from pine seed to finished product.

Chemstrand is working 24 hours daily turning out nylon, having 6,700 employes and planning to enlarge. It's convenient to southern textile mills. Escambia Chemical petrochemical plant produces polyvinyl chloride, the basis of plastics, and synthetic alcohol. Here again the pure water is important. Armstrong Cork makes acoustical tile.

Pensacola products include wallboard, chemicals, naval stores, steel drums, beer, seafood, fertilizers, cotton seed oil and boats. Farm products include soybeans, corn, potatoes, sugar cane, peanuts, fruit, cattle and vegetables. A commercial fishing specialty is the red snapper. Also the fleets bring in major quantities of shellfish.

Tourism has helped Pensacola business and picked up nicely to a March peak. The beach was once a pirate's playground. The sand is dazzling white and fishing flourishes.

Fishing Center ▪ Panama City, a short drive eastward, has fine beaches and a colossal International Paper Co. plant at nearby Auburndale. It's also a famed sport fishing center along with oil, commercial fishing, chemical, textile and boat production. Tyndall Air Force Base is 10 miles to the east.

The deep-water port at Panama City takes ocean trade and there is a major barge port on the intracoastal waterway. The network of bays and coves offers miles of waterfront sites for industry. Beaches support a $10 million-a-year tourist business and both lakes and streams are found to the north. Bay County is an important crop center, with slash pine harvested on a 12-month basis. Vegetables, poultry and livestock are important. Some of the pure silica sand contains valuable heavy minerals. Gulf Power Corp. will build a $20 million plant.

Tallahassee, the capital, teems with the tradition of the Old South. Its gardens are popular scenic attractions along with The Grove, a southern mansion built back in 1825 by Richard Keith Call, twice territorial governor. The Grove is now owned by ex-Gov. LeRoy Collins, NAB president, and his wife, Mary Call Collins. The mansion is open as a showplace. Tallahassee is the home of Florida State U.

Interwoven with Panama City and Tallahassee are such fast-expanding markets at Dothan, Ala., and Albany, Ga., plus Thomasville, Ga., cities of the Old South that symbolize the industrial transition of the postwar period.

Effective coverage

Over a hundred radio and a score of tv stations provide Florida's 5¼ million people, plus those in areas adjacent to the state, with effective broadcast coverage.

All medium-sized and large cities have prime signals from tv stations. A number of community antenna systems serve outlying towns—Key West, for example, which is 160 road miles from Miami.

Florida has what is described as the largest educational tv network in the nation.

IN JACKSONVILLE

MORE ADULTS *

THE MATURE BUYING AUDIENCE

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*Pulse, Jan. 1961

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WHBC Canton—WONE Dayton

Call
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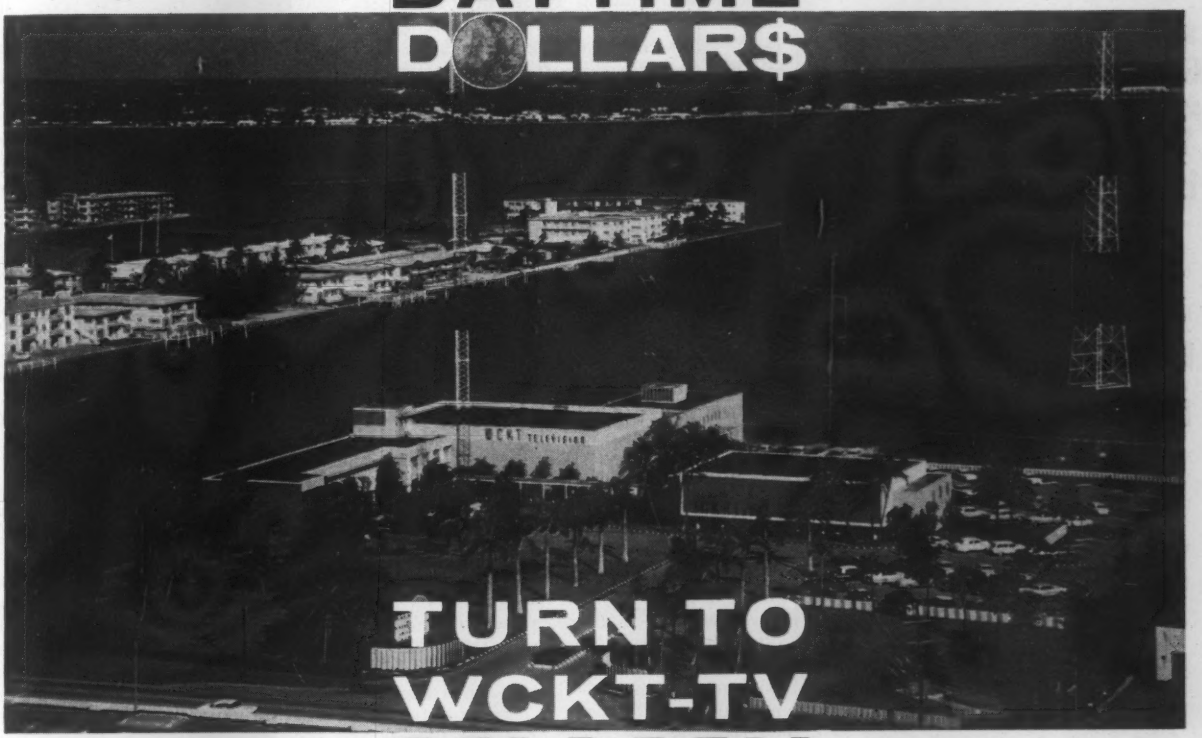
Southeast—Jim Ayres

WPDQ

JACKSONVILLE, FLA.

DAYTIME DOLLAR$



From sign-on to 6 PM, WCKT-TV reaches more homes in a 10-county area of the Florida Gold Coast than any other television station in Miami—a fact confirmed by Jan.-Feb. ARB ratings!

To reach the DAYTIME DOLLARS, do what thousands of daytime televiewers are doing . . .

TURN TO WCKT-TV MIAMI!

WCKT-TV CHANNEL 7 MIAMI, FLORIDA

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LEADERSHIP
serving
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million plus audience,
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334 out of 360
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In TOTAL Audience!
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* PULSE RATED
Nov. '60
This is
America's
29th market

WLCY
Tampa-St.Petersburg
A RAHALL STATION
Reps: ADAM YOUNG, Inc.

RIVALS SPARK WEST'S RISE

St. Petersburg-Tampa fight for leadership pushes Gulf Coast area to new heights of prosperity

The West Coast's peninsular competitors, Tampa and St. Petersburg, have whiled away many a decade swapping dirty looks and snide commentaries.

This municipal sport was mostly harmless, since anywhere from four to a dozen miles of Tampa Bay separated the cities.

Tampa counted its cigar, industry and harbor money as St. Petersburg castigated it as a harbor surrounded by cigar factories and ugly industry.

St. Petersburg gently milked its elderly, well-heeled tourists of their northern dollars as Tampa unflatteringly called its neighbor Shuffleboard City, Green Bench Haven, Whiskers-by-the-Sea and other leering titles based on the aged visitors and retired residents.

Then things started happening, and in bunches. World War II swelled Tampa's industry. New plants and homes appeared farther and farther away from old Ybor City, the latin cigar center. The war brought young men to Tampa and St. Petersburg for military training; the post-war period brought many of them back as residents.

A decade ago Tampa's industry and commerce were doing so well that St. Petersburg decided it would like to backstop extensive tourism and trade activities with industry. It decided, however, to be choosy about it and drew up plans to attract the cleaner types of growth industries such as electronics, research, precision and electrical plants. Tampa, sensing what was going on, stepped up its industrial activity.

The result is a pair of peninsulas connected by numerous bridges and causeways, and over 800,000 people who do around a billion dollars worth of retail buying every year. Taking in Clearwater, Plant City and the rest of the region embraced by signals of the three commercial tv stations, the market area passed the $2 billion retail mark judging by local estimates.

Still Competing ▪ There's no letup in the search for new industries but the competition is making sense to both cities as they watch payrolls grow and business expand. Tampa's bank debits doubled in the last decade; its customs receipts almost tripled; its electricity consumption more than tripled; its corporate-limit population more than doubled (Hillsborough County up 59%).

Across the bay in St. Petersburg the residential-resort complexion has been retained. The industrial lineup, scattered along the peninsula northward toward Clearwater, boasts such names as Sperry-Rand, microwave division; Minneapolis-Honeywell inertial guidance center; General Electric-Atomic Energy Commission project; Electronic Communications; Babcock & Wilcox and General Cable.

Tourist income keeps growing. St. Petersburg can swallow 135,000 visitors at a time without pushing anybody out of a bed. They're solid, family-type visitors, not tin-can tourists, according to J. S. Gracy, senior vice president of Florida Power Corp., headquartered in St. Petersburg.

The population of Pinellas County jumped from 159,249 in 1950 to 372,000 in 1960, with St. Petersburg having 180,000 of the county figure and Clearwater-Belleair 38,000. The 1960 census showed Pinellas County only 20,000 behind Hillsborough (Tampa).

Bank deposits in St. Petersburg just about tripled in the 1950-60 decade; electric customers tripled; telephones the same.

St. Petersburg's industry is spanking new and clean, but Tampa too has some of the prettiest plants to be found anywhere. The Tampa Industrial Park, once a military airfield, was designed by Arthur D. Little Inc., of Cambridge, Mass. Nine major industries with over $60 million capital investment have located there and the new U. of South Florida, which is about to complete its first school year, adjoins the park.

Free Beer ▪ The Anheuser-Busch brewery in the park has free admission, free beer, 15 acres of luscious gardens and tropical birds, "the biggest free attraction in Florida." The brewery is an outstanding example of decorative industrial architecture. An attractive and competitive Schlitz plant adjoins. Tampa's breweries ship beer as far north as North Carolina and the long, costly haul from Milwaukee, St. Louis and New York is avoided. The number of Florida beer drinkers keeps pace with the population growth.

This park, one of 10 planned industrial areas around Tampa, includes Globe-Union, making auto batteries for Sears and other private labels; Thatcher Glass Mfg. Co., which uses the good mineral resources nearby, and a large Pepsi-Cola bottling plant.

Some decades ago American Can and Continental Can set up shop in Tampa to serve the citrus industry. The can companies now supply many industries, including the packing of bulk motor oil shipped from Texas.

Tampa is the closest American port to the Panama Canal. Frequent sailings are headed for South and Central America and the West Indies, which are becoming increasingly important import and export markets. The city has around 50,000 Latin Americans with close ties to these areas. This is a factor in the growth of Tampa International Airport (18 miles away St. Petersburg also has an international airport).

Over 4 million tons of phosphate from nearby quarries (world's largest deposits) pass through the harbor in a year. A recent count, before the Castro regime in Cuba, showed 750 million Tampa cigars made in a year.

Agriculture Important ▪ Hillsborough County has over half its land in cultivation, with farm income running $40 million. Plant City, 24 miles east of Tampa, wears the label, "Strawberry Capital of the World" and Ruskin to the south is "Salad Bowl of the Nation."

MacDill Air Force base at Tampa has a $30 million payroll. There are over 700 wholesale houses. Here are other capsule growth symbols—harbor, one of world's best, being deepened and is handling barges from the Mississippi; fast new air routes to West Coast will start soon; new beaches being developed and tourism encouraged; $130 million expressway system being built; migrants from the north keep coming so labor supply is good.

William C. McGinnis, president of Tampa Electric Co., said the metropolitan area (Pinellas and Hillsborough counties) had doubled in the last dozen years, with the number of customers of Tampa Electric increasing from 90,000 in 1950 to 154,000 in 1960. However he predicted future electricity load in its area (Hillsborough, part of Pasco and Polk counties, and a bit of Pinellas) would multiply four times while the population doubles because of air conditioning, heating and hot-water.

St. Petersburg businessmen are still sensitive about the old favorite—"You could shoot a cannon down the middle of Central Avenue between May and September and never hit a soul, not even on a green bench." And they bristle when it's charged the income level is subnormal because of the number of older people, replying there are more children 18 and under than golden agers. A lot of the benches have been repainted in gorgeous tropical hues.

Solid Economy ▪ Mr. Gracy said the golden-age group comprises a sound part of the economy, having a steady income. "St. Petersburg has one of the highest percentages of stockholders in the country," he said.

The city now has fewer retired people, figured on a per-capita basis, than New England, according to local sources. About one out of six in the county draw social security and their resources are boosted by liberal retirement funds. Per person buying income is $100 above the U. S. average.

Alfred L. Lino, head of Alfred L. Lino Associates, St. Petersburg agency, said the green benches are still a municipal label but the city is modern and aggressive, attracting modern industry and younger tourists. School facilities are being enlarged.

Beaches Plentiful ▪ There are seven miles of beaches and more will be added. Treasure Island and other spots are famed for tourists. A new Bay Way bridge will open Fort DeSoto Park and connect islands. Treasure Island is in line for a $3.25 million co-op apartment. All the new bridges across Tampa Bay and the 16-mile Sunshine Skyway opened in 1953 have spurred Tampa as well as St. Petersburg business.

St. Petersburg kicked off a booster campaign, Project 61, last March 7, with Suncoast Ad Club backing. Business is good at such super stores as Webb City, Doc Webb's famed drug store that dispenses yard goods, washing machines, orange honey, tv sets, auto tires and pharmaceuticals—$25 million

WFLA TV

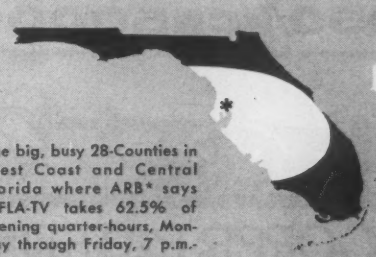
Evening Preference

...in the land of Profitunity!

During prime nighttime, 7:00 P.M. - 11:00 P.M., when most people watch TV Monday through Friday — both national rating reports show WFLA-TV to lead substantially in quarter-hour viewer preference. So, to get more viewers for your money — spot your product on WFLA-TV!

QUARTER-HOUR LEADERSHIP — 7 P.M. - 11 P.M.
MONDAY THROUGH FRIDAY

	ARB, Nov., 1960	NSI, Dec., 1960
WFLA-TV	50	46
STATION "B"	30	34
STATION "C"	0	0



The big, busy 28-Counties in West Coast and Central Florida where ARB* says WFLA-TV takes 62.5% of evening quarter-hours, Monday through Friday, 7 p.m.-11 p.m.

*ARB, Nov., 1960

Channel 8

NATIONAL REPRESENTATIVES, BLAIR-TV

wfla-tv NBC

TAMPA - ST PETERSBURG

worth in 1960.

The outlying cities in the Tampa-St. Petersburg market area include Plant City, with a new industrial park; Lakeland, which doubled population to 41,350 in a decade (Polk County now 195000); Sarasota, 17 miles of attractive buildings, plants and homes (77,000 people in Sarasota County, almost triple the 1950 figure); Bradenton, (20,000 people).

Southward toward Fort Myers is the incredible Port Charlotte, a miles-long area that has sprung from fields in the last three years and now has several thousand people living in General Development Co.—Mackle homes ranging from modest to patio-swimming pool homes backing on canals accessible to the gulf. Some day it'll be a city of 200,000, its promoters promise.

Lush Scenery ▪ Fort Myers has great rows of tall palm trees and other lush horticulture, water everywhere, commercial tourism, small industries and extensive recreational programs. The central city is going through a modernizing process, giving Fort Myers a combination of the old and the new. Lee County population is up 2½ times to 55,000. Naples in Collier County, grows from 4,500 to 10,000 in the winter. Many of the winter visitors own their own homes .

MID-STATE COUNTIES BOOM

Orange groves and lakes make Central Florida beautiful; tourists, industry make it rich

A score or so of mid-state counties, with Orlando as a throbbing hub, comprise Boomland, U.S.A.—or Central Florida.

This dreamy section of landscape, splattered with thousands and more thousands of lakes, orange groves and modern industrial plants, long ago threw the economic book into the deepest lake.

The mid-state counties can't be described by normal criteria. Take recessions, for example. Orlando and its adjacent markets simply refuse to take them.

"We haven't any recession around here," said William H. Dial, executive vice president of the First National Bank of Orlando, largest in Central Florida. "We just keep on going. Our momentum is so strong we can't be stopped, though we might have slowed up just a little.

"Remember that 1958 recession! We weren't hurt then, either; 1958 was the best year in Orlando's history, up to that time."

Unorthodox ▪ Central Florida has written its own economic formula, unconcerned about any fixed theories of commercial growth.

This formula consists of orange juice, glamor and missile industries, stunning lakes, tourism, cattle, truck crops, 1¼ million people, a growing expressway network and some more orange juice.

With this wide foundation, Central Florida faces the future riding an upward tidal wave of booming business. As far as the region is concerned, the next decade can be described already as the Missile-Citrus Era (see Cape Canaveral and Agriculture, pages 78 and 80).

The heart of the nation's fastest-growing state has more than its share of everything a region needs.

There's the Free World's largest missile center at oceanside Cape Canaveral, a breeder of big and little industries that have given the mid-state the manufacturing shove it needed to blossom into a well-rounded market (it doubled in the last decade).

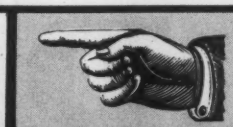
Then there's the collection of natural blessings—fertile soil, gentle hills and the thousands and thousands of lakes that honeycomb the landscape, helping temper occasional winter chills and crop-damaging frosts. The lakes entice tourists and provide recreation for the citizens. They are constant reminders that the limestone underlayer controls surface water and surging underground springs.

Income Up ▪ These resources, man-made and natural, have evolved into a unique, prosperous market. Orlando, the top city, had a metropolitan population of 320,000 last year (124% gain in the 1950-60 decade) and it will soon pass the 350,000 point. It has the highest personal income boost in the state, judging by preliminary 1960 data, and reaching out into the precision-rowed orange groves it has what is claimed to be the highest farm income per capita of any region. One-seventh of the state citrus crop is produced in a three-county area.

Everything's upward in Orlando—nonagricultural employment over 2½ times in a decade; income soon to be double the 1950 level; bank debits; bank deposits; retail sales—name it and Orlando will show a chart with a trend line that kicks off the lid. It leads the state in new industrial jobs.

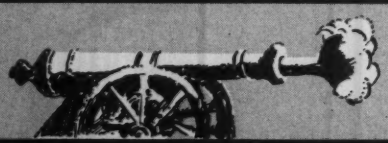
Orlando has 54 lakes within its city limits, nestled among buildings, ghostly piers popping up for elevated expressways, fine homes, oak trees draped with mossy whiskers, and extensive tourist facilities It has mellow, old houses in woodsy Winter Park and stark new

prosperous orlando's



WLOF RADIO

950/kc ■ 5000 watts FULL TIME !!!



SELLS BOOMING CENTRAL FLORIDA

HOOPER RATED #1* 7a.m.-12n. 25.7 FIRST
12n.-6p.m. 31.6 FIRST
6p.m.-10p.m. 33.3 FIRST
*AUG.-SEPT. 1960

21st year of operation

HOWARD S. KESTER, V.P. GEN. MANAGER ■
REPRESENTED NATIONALLY BY
Daren F. McGavren Co. ■
SOUTHEAST ■ Clark Brown

What National Media Buyers Can Learn From Men Who Sell Central Florida Every Day . . .

LOYALTY OF LOCAL TIME BUYERS PROVES WDBO RADIO IS THE SUREST ROUTE TO ADULT BUYING POWER!!

Advertisers in the Central Florida area, have long recognized the pulling power of WDBO Radio, Orlando. When they need to reach heads of household to influence **family** purchasing, they buy WDBO Radio for:

- **Greatest Listening Audience ***
- **Greatest Believability ****
- **Greatest Coverage, Day and Night**
- **Exclusive CBS Radio for Central Florida**

* Orlando Metropolitan Area Pulse Report, December 1960, gives WDBO a solid **first** in average listenership, 6 a.m. to midnight.

** Pulse qualitative study, also December 1960, shows listener performance for WDBO news and emergency information greater than that of **all other metro Orlando stations combined.**

Because of these factors, local advertisers consider WDBO Radio their "must" buy. The evidence:

- 18 advertisers who have used WDBO Radio for 20 or more consecutive years!
- 38 advertisers who have used WDBO Radio for at least 10 consecutive years!

If you need **adult buying power,** and if you need the kind of listener response that justifies advertiser loyalty like this, you need . . .

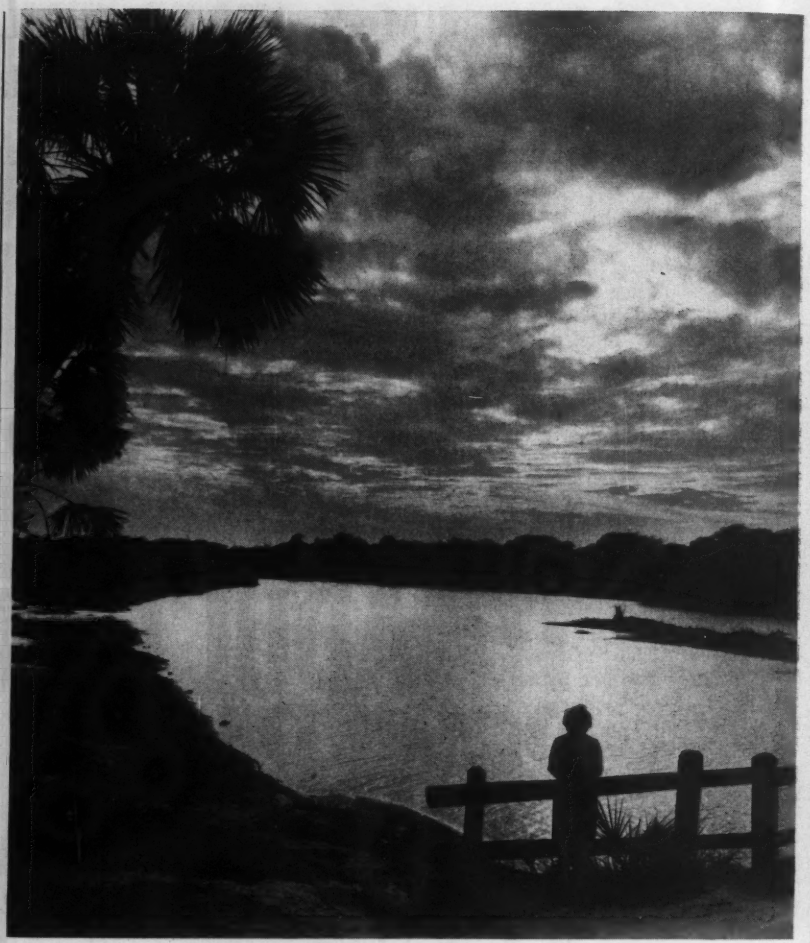
WDBO RADIO

ORLANDO, FLORIDA / 580 Kc, 5000 Watts / CBS Radio / Represented by BLAIR

NOT WHAT
NOT WHERE
NOT WHEN
BUT...

WHOO
WHOO
WHOO
WHOO
WHOO
WHOO
WHOO
WHOO

means RADIO
in ORLANDO-
Where Business is Good!



housing developments whose verdure hasn't had time to hide the scars of bulldozers. And most important, Orlando has the Martin missile center, Florida's largest employer.

Daytona Beach, which claims to be the most gorgeous resort anywhere, is the principal city in Volusia, a coastal county that had a population jump of close to 70% in the 1950-60 decade.

Daytona Beach qualifies as part of Central Florida by its close ties with the Orlando market to the southwest, and with the adjacent, missile-inspired Brevard County to the south—fastest-growing county in the United States, according to federal figures.

Brevard's populace, which quintupled from 23,600 to 111,400 in the 1950-60 decade, houses the Canaveral-Patrick Air Force Base facilities (see Canaveral story). Symbolizing the rocketing growth is a sticky traffic jam weekday mornings and evenings as Canaveral-Patrick personnel take Route A1A from and to mainland Cocoa. Brevard has more school children now than it had people in 1950.

Orange Groves ▪ Central Florida's influence takes in the citrus hills southwest to Lakeland, where the Tampa-St. Petersburg market starts to take over; to scenic Winter Haven and the Cypress Gardens country; to Ocala and on to Gainesville, Palatka and St. Augustine on the north.

All this beauty and business is spread over the score of counties (tv market area) whose enticing appeal can best be sensed by a fact-searching process that involves a motor trip all over the area; a zig-zagging inspection from a roving plane, and most important—dozens of interviews with businessmen who have shaped the events of the last decade into a surprisingly orderly scene.

Orlando's all-star industry and military cast includes within its immediate influence, besides Martin and Canaveral, many distinguished names—American Baking Co.'s new $2 million plant (overnight from any point in the state); Pepsi-Cola (new bottling plant); Minute Maid-Coca Cola's main office, groves and processing facilities; Radiation Inc.; Orlando, McCoy and Patrick Air Force bases; American Can; American Machinery and Sanford naval air station.

Tourism is important and increasing, but manufacturing is moving ahead of

CENTRAL FLORIDA MARKET EXPANDING

Nearing completion at Orlando, Interstate Rt. 4 will be a key link in Florida's expanding highway system.

Central Florida's exclusive TV market covers 19 counties, one-fourth of Florida's TV homes. Viewer preference for WESH-TV, WDBO-TV, and WLOF-TV is dramatically proved with the latest ARB combined coverage Frequency Index of 10.6.

MORE THAN 1,143,600 CONSUMERS BUY IN THE PRIMARY COVERAGE AREA OF OUR CENTRAL FLORIDA MARKET

ONE OUT OF FOUR FLORIDIANS live in the 19 county Central Florida market. Coverage is based on 1960 U. S. Census figures.

CENTRAL FLORIDA'S POPULATION is pacing Florida's growth rate, which is three and one-half times faster than the U. S. average.

KIPLINGER PROJECTS Central Florida market population will average more than 6,500 increase per month for the next ten years!

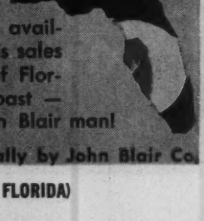
CAPE CANAVERAL and 6 strategic military installations are located within the Central Florida market.

WDBO-TV
Ch. 6 - CBS
Blair TV Assoc.

WLOF-TV
Ch. 9 - ABC
Young TV

WESH-TV
Ch. 2 - NBC
Avery-Knodel

. . . PENETRATING OVER 8 OUT OF 10 HOMES IN THE BILLION DOLLAR CENTRAL FLORIDA MARKET.

FIRST
. . . in total number of adults —not just percentages.*
FIRST
. . . in cumulative audience.*
FIRST
. . in number of station selectors who are also the family shopper.*
FIRST
. . . station tuned to when people want news.*
FIRST
. . . choice of RESULT-minded advertisers, who year after year choose WFLA — the station with Listener Loyalty!
*Feb. 1961 Trendex Qualitative Study
WFLA RADIO
THE GOLDEN TRIANGLE BROADCASTING SERVICE ®
NBC - 970 KC AM - FM
TAMPA - ST. PETERSBURG

For top-rated availabilities on this sales powerhouse of Florida's West Coast — call your John Blair man!
Represented Nationally by John Blair Co.

agriculture as a new job source. Several efficient industries are attracting new plants and the labor force has almost doubled since 1955.

Orlando's First National Bank started business in 1934, getting some federal postal savings as a starter, Vice President Dial recalled. Resources now total $90 million and the bank is housed in its own $4 million 12-story building.

Distribution Center ▪ Mr. Dial figures Florida's developing network of expressways, tying Orlando and Central Florida to all major markets in the peninsula, will make distribution increasingly important. As to citrus and its billion-dollar retail impact, he said, "We haven't begun to tap the orange juice market." New groves are being developed to the southeast in the Fort Pierce region.

Five stories up in the bank building is another sample of Orlando's commercial pace, the Neals, Roether, Hickok advertising agency.

Three jobless advertising men decided in the spring of 1959 to find the most promising spot for a new agency. They cased the U. S. and settled on mid-Florida, figuring it had only begun to grow, though already the state's pacesetter.

The trio consisted of Walter C. Neals, 36, once promotion manager of WXKW Albany, N. Y., and four years with General Electric's advertising-sales promotion department; Clemens P. Roether, 30, former advertising manager of Armstrong Cork's building materials division, and Allan C. Hickok, 28, an account manager in GE's advertising-sales promotion unit.

They're two years older now and head what is called the biggest agency between Jacksonville and Miami. Major accounts include Martin's Orlando division, the Daytona Beach resort area, the First National Bank downstairs (Central Florida's largest), Masterbuilders Corp. (housing) and Sperry-Rand, Gainesville.

Billings in 1961 will exceed $1.2 million, according to Mr. Neals, the president. "A definite trend toward increased leisure time will bring more people to Florida and these people generally will have more money to spend," he said. And vice president Hickok added, "Around 1¼ million consumers live in Central Florida. Our top accounts have their home bases in Florida but they advertise nationally." The agency was an important factor in recruiting personnel for Martin, largest employer in the state (9,152 employes in mid-March).

Orlando is an educational center, having 20 colleges and universities within 80 miles. Rollins College in contiguous Winter Park has a space science institute in the planning stage. The market's agriculture has, besides citrus, important vegetable crops and cattle.

Florida bank deposits jump in ten years

Deposits in Florida banks increased nearly 2½ times from 1950 to 1960, according to a survey conducted by the Florida State Chamber of Commerce. The figures apply to deposits as of Dec. 31 each year, with the 1960 total an estimate.

Sources of the deposit figures are a special survey of Florida banks plus reports by the U. S. Comptroller of the Currency, according to Dena Snodgrass, of the state chamber.

Federal Reserve Bank of Atlanta figures show that bank debits increased in the basic six-city reporting area from $12.5 to $37.6 billion dollars in the 1950-60 period and nearly quadrupled in the period as the number of reporting cities increased from six to 12.

	Bank Deposits (000 omitted)	Bank Debits (000 omitted)		
		Total 6 Cities	Total Maximum No. of Cities	No. of Cities reporting†
1950	$2,008,304	$12,497,676	$12,497,676	6
1951	2,211,000	14,432,747	14,432,747	6
1952	2,471,964	15,567,174	16,240,356	7
1953	2,638,343	17,175,682	17,906,882	7
1954	2,949,103	19,245,351	20,002,443	7
1955	3,283,823	22,914,443	23,866,756	7
1956	3,685,899	26,002,303	27,043,904	7
1957	4,074,442	29,104,168	34,406,732	12
1958	4,502,954	31,409,346	38,192,513	12
1959	4,763,901	37,039,713	43,483,152	12
1960	4,950,000*	37,657,315	44,114,667	12

*Estimate

†Federal Reserve Bank of Atlanta increased number of cities reporting debits from six to 12 during 1950-60 period. Data show debits for original cities and also for the total number of reporting cities.

Tourism at Daytona ▪ Daytona Beach has developed tourism into a major and nicely profitable industry that bears no relation to the skyscraper clusters of Miami Beach. The bulk of the Daytona Beach accommodations (over 25,000 motel and hotel rooms) are in modest-sized but often plush buildings. Whereas Miami Beach hotels keep their beaches private, Daytona Beach has 23 continuous and wide-open miles of sand that serves as a smooth surf-edged highway and elongated swimming spot.

A moonlight drive up and down the beach (at a mandatory low speed) can't be topped anywhere for sheer motoring bliss. The beach is 500 feet wide at low tide and 10 minutes away from the airport. Tour experts describe Daytona Beach as "the best organized seaside fun spot in the world." The recreation program for a month is apt to be columns long. The fine 2½-mile auto track is world-famed and brings money to the city—up to 65,000 pay up to $20 a seat for a big race.

The narrow strip of a city, actually a number of communities, often is described by its boosters as the coolest summer spot in the state. The summer temperature averages 79, the winter 69 degrees. The locality marks the northern limit of the subtropics. Hurricanes and heat prostration are practically unknown. Longtime weather records reveal the area's uncanny fortune at dodging hurricanes, or vice versa. Right now Daytona Beach is working on an industrial development program.

Peering into the future, Daytona Beach figures its climate, beaches, waterways and ready-for-development acreage to the west will bring vast growth.

Ocala, 75 miles northwest of Orlando, is a winter resort and citrus processing center as well as a takeoff point for famed Silver Springs and other scenic charms. Cattle ranches and horse breeding are contributors to the market. A local stud farm bred Needles, a Kentucky Derby winner.

Gainesville and Alachua County have a 1961 population close to 80,000, supported by industry, U. of Florida, agriculture and retail-wholesale trade. The availability of extensive industrial research facilities at the university was a factor in bringing Sperry-Rand to the area with an electronic tube plant employing 700 people. The industrial and engineering facilities have 260 on the payroll, with a $3 million budget. The unit is active in the nuclear field. Some 13,000 students are enrolled at the university.

These cities and numerous others comprise a surprise market that figures on being even more of a surprise as the jet-missile-expressway-orange juice era matures.

Why COLOR it?

YOU KNOW THE IMPORTANCE OF FLORIDA'S

TAMPA-ST. PETERSBURG METROPOLITAN MARKET...

AND THE IMPORTANCE OF BUYING

RADIO and TV

NAT'L. REP.: VENARD, RINTOUL & McCONNELL

S. E. REP.: JAMES S. AYERS

MIAMI, FLORIDA'S BIG MARKET

Gold Coast continues to draw tourist dollars as more and more industry comes to area

Before another year passes Metropolitan Miami will be well on the way toward its second million.

Florida's most concentrated market—Miami, Hialeah, Miami Beach; Coral Gables, North Miami, South Miami, Homestead, Bal Harbour and about a dozen other bunched communities—had an estimated population of 972,266 as of April 1, 1961, compared with 935,000 when the 1960 census was taken.

The latest figure, which slid off a Dade County-Miami Development Board slide rule on March 31, is based on the addition of 103 persons every day to the city's population.

Million for New Year's ▪ At that rate, according to the board, Miami will reach the 1 million population mark next Dec. 31, just in time for a New Year's Eve celebration. And by April 1, 1962 it's estimated, Miami will have a population of 1,030,000.

Miami, southernmost major city in Florida and the U. S., too, bears little resemblance to the Old South. A majority of its prosperous residents were reared in the North and now lick their chops all winter over the horrendous newspaper headlines about bone-chilling blizzards.

Aside from the climate, flora and up-to-date architecture, Miami has distinctly northern traits. The business pace is brisk; industry flourishes; major retail chains sell as much and often more per store than the average northern counterparts; the airport is described as third busiest in the nation and it's brand new and modern.

Curiously, the second busiest airport in the U. S. is another local facility, Tamiami, with seconds-apart landings and takeoffs of private and industrial planes, according to the Dade development board.

Those who have moved in from the North usually say there's nothing missing but the snow and sleet. And Miami has charms available to no northern city: all-year flowers, sunshine almost every day (the airports are seldom socked in and have 97% contact flying records), 5 million tourists a year along the Gold Coast from the Keys north to Palm Beach, and a rate of growth seldom seen outside Florida and Southern California. Modern expressways and interchanges will help unsnarl the heavy traffic.

The Miami market has many facets of interest to advertisers:

- One million consumers within 15 miles of the downtown business section.
- One-third of Florida's 5¼ million people—over 1.6 million—within television range of Miami.
- Over 2,700 manufacturing plants employing 43,000 at peak and having an employment capacity of 55,000.
- A labor force of 400,000, living and working in Miami, with an unlimited reserve supply since many people who live there because of the climate are working at jobs beneath their skill levels.
- Retail sales in 1961 should pass $1.66 billion.
- Business indicators last year averaged a gain of around 5% despite the national recession.
- Area agriculture is a $45 million item.
- More big national industrial names will be among the estimated 200 new plants anticipated in 1961.

A new industrial research center at the U. of Miami will draw additional plants when it gets under way, stimulating industries in the electronics, plastics, synthetics, light metals, and scientific fields. First to sign up for a site was Texas Butadiene & Chemical Corp. The site was made available by Arthur Vining Davis, veteran aluminum pioneer whose influence has been important in the city's progress.

Despite its end-of-the-line geographical location, Miami is one of the nation's important transportation hubs. It is jump-off point for air and water services to the Latin countries, Africa and the Caribbean.

Air transport is especially important in the case of South America where surface facilities are limited. Many South American airlines, like U. S. carriers such as Eastern, have their service facilities in Miami where out-of-doors repair work can be done the year 'round. Air traffic is getting so heavy that patterns of the future may involve use of Fort Lauderdale's fine airport 25 miles to the north and the Navy's Opa-locka airport in between. Eastern has a $14 million expansion program under way. An air business booster will be the fast new service to the West Coast recently authorized by the government.

Refugee Problem ▪ At the moment Miami is coping with a Cuban refugee problem but has the help of federal funds. There have been rumbles that Cubans are taking jobs away from Miamians by working for less money. In any event, it's a problem that will cause concern until the refugees are welcomed back home.

Miami's relations with Fort Lauderdale, which it prefers to think of as a suburb, have been slightly strained as a result of the U. S. Census. It's built up solidly more than 35 miles from South Miami to the northern edge of Fort Lauderdale but the cities are separate metropolitan areas, because of a Washington decision that Miami hints was accomplished with the aid of political stratagems.

Fort Lauderdale is located in Broward County. So is Hollywood, a largish community in between. The 1960 census gives Broward a population of 334,000, quadrupling from 84,000 in 1950. Fort Lauderdale rose from 36,000 to 84,000 during the period, Hollywood from 14,000 to 35,000. Broward currently has around 360,000 people, a juicy morsel that would brighten Miami's economic aspect.

Share Water Commerce ▪ Miami and Fort Lauderdale share an imposing block of water commerce, the ports getting good chunks of the U. S.-Latin American trade. Miami is spending big money on harbor development. A new $19 million facility is being built at Dodge Island, close to downtown Miami.

With improvements at Fort Lauder-

Advertisement

Advertisement

Typifying the combination of energetic action and relaxed graciousness of Florida is its outstanding radio station, WAPE in Jacksonville. The powerful 25,000 w. (690 kilocycle) imaginative broadcasting facility demonstrates that relaxed poolside work can still result in consistent top place in audience surveys, consistent outstanding results for advertisers to whom the Florida market really matters. WAPE is represented nationally by Radio-TV Representatives, Inc.

dale (Port Everglades), Miami and projected harbor at Homestead to the south, the joint market is ready for the heavier traffic of the future—petroleum, cement, general cargo, barges and passenger traffic. Port Everglades had 100 major cruise sailings in the 1960-61 winter. The port adds a week's touring time to a New York-Caribbean cruise, Fort Lauderdale points out. One cruise ship, the *Hanseatic*, spends $5 million a year for supplies bought at Port Everglades.

In the agricultural field, Miami is shipping point for vast quantities of truck crops, giant avocados, mangoes, papaya, leeche nuts, most of the nation's limes and other crops warmed by Gulf Stream winds.

While Miami and its neighboring communities up the coast 65 miles to Palm Beach have felt the effect of a construction slowdown, other business influences keep the market on its upgrade. In Miami, for example, big conventions are coming to the area. Miami Beach hotel and auditorium facilities are unsurpassed. Bank deposits and debits, electricity consumption, telephones, gasoline sales, employment (except construction)—all are headed one main direction, upward.

Unified Role ▪ Miami's relatively new government, known as Metro, has brought the Dade County communities under unified legislative and administrative control. Metro cuts across municipal lines. The experiment is being watched with interest by other cities.

The winter tourist season just ending will equal last year's high level despite the national recession though it started out slowly.

General Development Corp., headed by the Mackle brothers, has offices in Miami and sells Florida lots and homes all over the world. "We haven't even scratched the surface of Florida real estate," said Frank E. Mackle Jr., president. "Last year we sold 33,000 lots and we completed 48% more homes in 1960 than in 1959. In five years we will be selling 25,000 homes a year." The real estate firm is generally described as the world's largest. Its $10 down-$10-a-month lots are sold by hundreds of franchised agents outside Florida. Last year, Mr. Mackle said, 4,500 people moved into General Development communities—1,252 homes valued at $15.3 million.

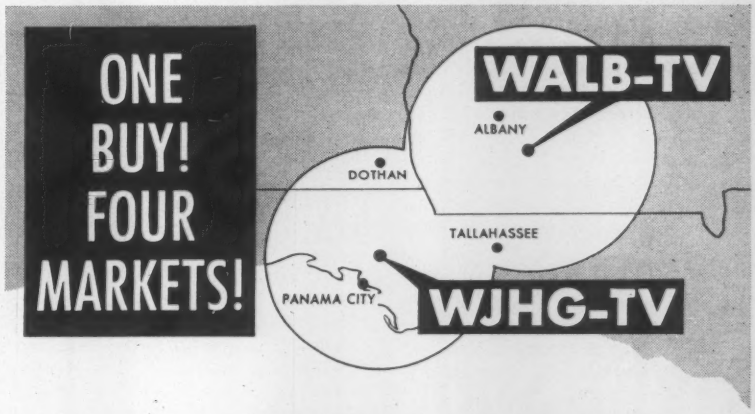
Florida's Gold Coast development has been intense since tourists discovered the Gulf Stream is just offshore, tempering the trade winds and giving the coast it salubrious climate. North of Palm Beach, Florida bends in a northwesterly direction away from the Gulf Stream.

Canal-City ▪ In Fort Lauderdale the residents keep telling each other it's the most beautiful city in the U. S. and they expect visitors to agree—which they generally do. The 265 miles of canals and waterways support nautical life whose servicing is in itself a big business. Vast marinas house uncounted boats—big yachts, deep-sea fishing boats, small outboard and every type of inboard craft. The city allows no hotels or commerce on the six miles of public beaches. Anyone can drive up, park and choose his own beach spot.

The lure of the attractive waterfront accounts for the annual Easter holiday influx of college students from all directions, a mecca-like pilgrimage that brings occasional municipal headaches when young pranksters get out of hand.

Supporting the tourist and commercial economy are nearly 450 manufacturing firms; nonagricultural employment is up 258% in the last decade. The city is unusually successful in attracting new industry—65 plants last year. A new Univis $2 million plant was described as making and selling 51% of the multi-focal lenses used for eye glasses. It employs 300 and a payroll of 1,000 is slated for 1963. Airpax Electronics employs 290 turning out components. Big co-op apartments are becoming popular.

Just north of Fort Lauderdale is spreading Pompano Beach. Its facilities



Albany - Tallahassee - Dothan - Panama City

WITH EXCLUSIVE NBC PROGRAMMING

One buy, one bill, one clearance delivers four markets areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

GRAY TELEVISION, INC.
Delivers 82,990 More TV Homes Than The Nearest Competitor!
Raymond E. Carow, General Manager

WALB-TV Ch. 10 Albany, Ga. | NBC | WJHG-TV Ch. 7 Panama City, Fla.

Represented nationally by Venard, Rintoul, McConnell, Inc.

In the South by James S. Ayers Company

include a good baseball park at which the new Washington Senators trained. This was a business booster for the small city of 16,000, triple the 1950 population. Rich, irrigated loam produces important farm crops, some of which are marketed at "the world's largest produce market."

Resorts Line Coast ▪ Northward up the Gold Coast are a number of major resorts, including Boca Raton, Delray Beach and Lake Worth Beach. Swankiest of all, Palm Beach has a fluctuating population of aristocrats—6,000 at a peak. They mingle with non-homeowners who put up at posh hotels and pay the fancy prices the beach commands. President John F. Kennedy's liking for Palm Beach has aroused interest in the playground of the rich.

Lake Worth separates Palm Beach's Rolls Royce-Bentley set from the normal city of West Palm Beach with its waterside beauty and industries. It's the principal city of Palm Beach County, which doubled from 114,000 to 228,000 in the 1950-60 decade. The 1960 census gave West Palm Beach 56,000 people. The county combines tourism, industry and a $100-million agricultural center based on the rich Everglades soil.

Industrial Center ▪ Pratt & Whitney has a $42 million plant, employing 4,000, near West Palm Beach. The 7,000-acre land tract required legislative approval for transfer to P&W, a political maneuver that was accomplished by Gov. LeRoy Collins, then head of state, at a special legislative session. The personnel problem at the new plant wasn't really a problem at all. Advertising copy that tested Florida's appeal for technical experts against New England produced a 30-1 ratio in favor of Florida. Among plant projects are a jet engine designed for fantastic speeds and a liquid hydrogen rocket engine.

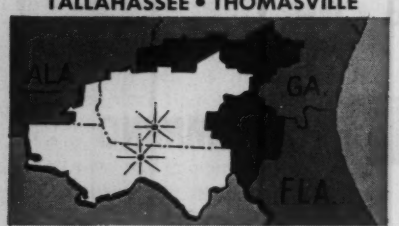
Other West Palm Beach plants include Minneapolis-Honeywell's research center at Riviera Beach and an RCA project. The Air Force Base has several thousand personnel and gives the area a $30 million lift.

Several towns in the Lake Okeechobee farming area ship to the West Palm Beach market. They include Clewiston, Belle Glade and Bryant.

Fort Pierce, 60 miles north, has been acclaimed mostly for its court house in recent months, with hordes of murder-minded reporters failing to note it is an outlet for a $30 million citrus crop, cattle and vegetables, with a deep passage to the ocean. The population almost doubled in a decade. The city is two-thirds of the way down the peninsula to Miami and is the northern limit of Sunshine State Parkway. Nearby is the Mackle's Port St. Lucie development, an owner-rental-vaction deal with fine golfing and water recreation.

There's still plenty of growing room in South Florida despite the fancy progress of the 50's. It will be interesting to watch the growth story unfold.

Bright Spot
FOR BUSINESS
TALLAHASSEE • THOMASVILLE



FITS EXACTLY . . .

WITHOUT DUPLICATING COVERAGE OF ANY OTHER MAJOR TELEVISION SERVICE . . . BLAIR TELEVISION ASSOCIATES CAN GIVE YOU THE FACTS!

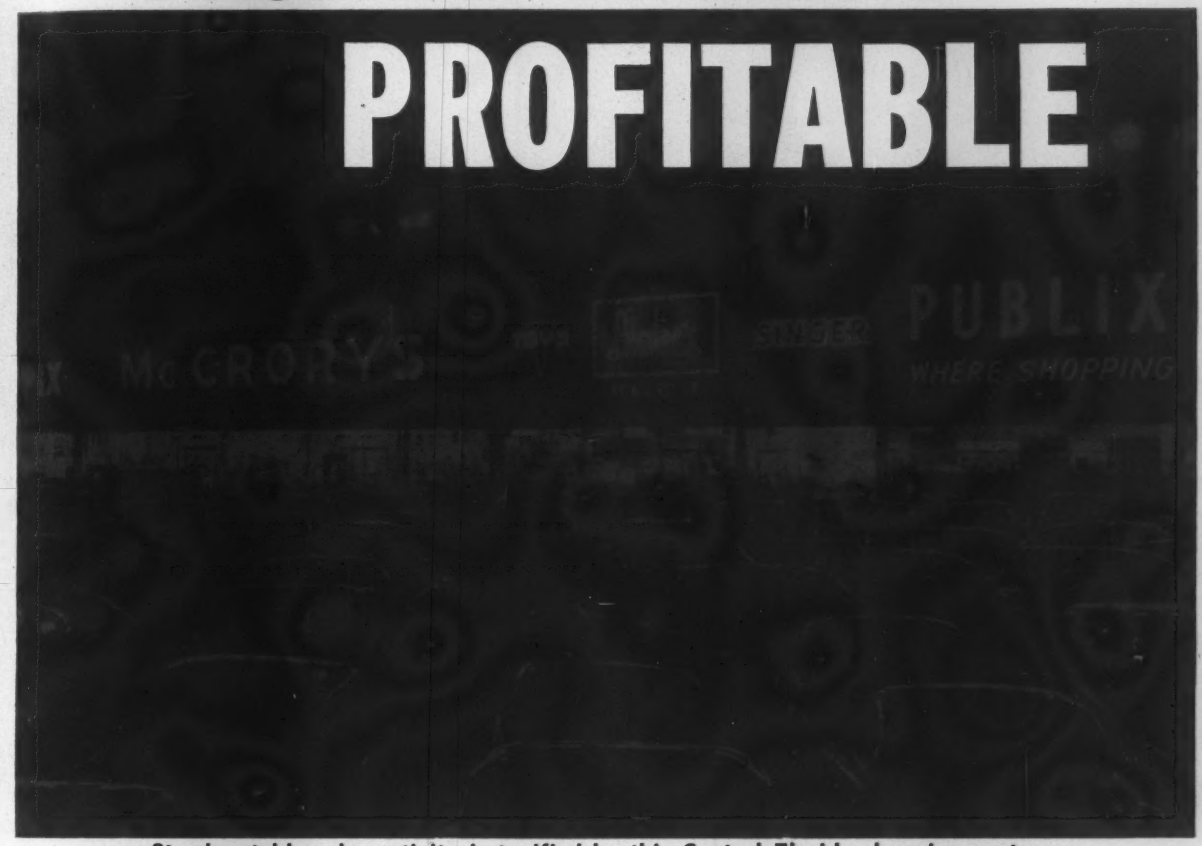
CBS AND TOP LOCAL PROGRAMING

WCTV
TALLAHASSEE CHANNEL 6 THOMASVILLE
a John H. Phipps Broadcasting Station
BLAIR TELEVISION ASSOCIATES
National Representatives

CBS
WJNO RADIO
OLDEST ACCEPTED STATION IN THE PALM BEACHES
EST. 1936
• Adult Audience • Commercially Accepted
LOCAL—REGIONAL—NATIONAL
WEST PALM BEACH, FLORIDA P. O. BOX 189
National Rep. Meeker Company

CENTRAL FLORIDA MARKET

PROFITABLE



Steady, stable sales activity is typified by this Central Florida shopping center.

Central Florida's exclusive TV market covers 19 counties, one-fourth of Florida's TV homes. Viewer preference for WESH-TV, WDBO-TV, and WLOF-TV is dramatically proved with the latest ARB combined average Frequency Index of 10.6.

AVERAGE HOUSEHOLD INCOME FOR CENTRAL FLORIDA'S MAJOR METROPOLITAN AREAS IS $5,450.

FINANCIAL RESOURCES in excess of 3 billion dollars. Financial leaders predict continued steady climb.

FOOD SALES totalled more than $335,000,000 in 1960.

AUTOMOBILE REGISTRATIONS make up 21% of Florida total.

BUILDING PERMITS in Central Florida lead all Florida markets with a 36.5% increase according to U. S. Census figures.

DRUG SALES over $50,200,000 in 1960.

EMPLOYMENT — One out of two new employees staffing Florida's industrial and commercial expansion lives in the Central Florida Market.

WORLD'S LARGEST citrus industry is located in the Central Florida market.

WESH-TV
Ch. 2 - NBC
Avery-Knodel

WDBO-TV
Ch. 6 - CBS
Blair TV Assoc.

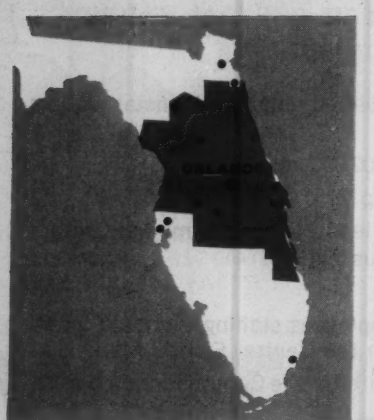
WLOF-TV
Ch. 9 - ABC
Young TV

. . . PENETRATING OVER 8 OUT OF 10 HOMES IN THE BILLION DOLLAR CENTRAL FLORIDA MARKET.

CENTRAL FLORIDA TELEVISION

SELLING

To young, active and growing Central Florida families, TV is a vital part of everyday activity.



Viewer preference for WESH-TV, WDBO-TV, and WLOF-TV is dramatically proved with the latest ARB combined average Frequency Index of 10.6

WESH-TV, WDBO-TV, and WLOF-TV PENETRATE OVER 8 OUT OF 10 HOMES IN THE GROWING BILLION DOLLAR CENTRAL FLORIDA MARKET

THE EXCLUSIVE TV MARKET of Central Florida covers 19 counties. One-fourth of Florida's TV homes are here.

OVER 1,143,600 CONSUMERS buy in this primary coverage area.

PRIMARY COVERAGE of more metropolitan areas than in any other Florida TV market. Over 20 growing communities with populations in excess of 10,000 are here, including such key cities as Orlando, Daytona Beach, Winter Haven, Gainesville, Cocoa and the Cape Canaveral area.

WLOF-TV
Ch. 9 - ABC
Young TV

WESH-TV
Ch. 2 - NBC
Avery-Knodel

WDBO-TV
Ch. 6 - CBS
Blair TV Assoc

. . . PENETRATING OVER 8 OUT OF 10 HOMES IN THE BILLION DOLLAR CENTRAL FLORIDA MARKET.

Government-continued from page 68

how the needs were ascertained, how the needs will continue to be ascertained and how such needs are to be served.

Although he expressed only his personal opinions and declined to discuss proceedings pending within the commission, Mr. Cowgill said it is reasonable to estimate that since Illinois station renewals fall due on Dec. 1, these outlets could expect the full implementation of the commission's new field investigation policy this fall.

"Now is the time to check the condition of your operations, while there may be still time to correct deficiencies."

The former chief of the Broadcast Bureau will talk to Nebraska broadcasters April 25 at Omaha and will make similar talks in Pennsylvania and later in Florida. Mr. Cowgill personally headed the FCC's pilot run of the new field investigation plan in Florida last December.

After Mr. Cowgill's talk, the IBA passed resolutions looking toward hiring of a fulltime legal representative at the state legislature and filing comments on the FCC's proposed new program form. IBA is expected to oppose all provisions except that part on meeting the "needs" of the community, which are to be distinguished from "wants," several broadcasters observed.

Hyland speaks ▪ Robert Hyland, CBS Radio vice president and general manager of KMOX St. Louis, told IBA of the high audience, advertiser and agency acceptance of his station's 14-month old policy of all-talk and no-music format in the Monday-through-Friday prime period of noon to 7 p.m. titled *At Your Service*. The show demonstrates the programming potential of radio, he said. "Radio's horizons are far broader than the confines of the top 40 list and a disc jockey's patter," he said.

Describing radio as the "only medium capable of keeping pace with our growing, mobile population," Mr. Hyland said he believes radio "can shed light on the dark corners of public life as effectively as any newspaper . . . educate and interpret as interestingly as any magazine . . . seize the imagination, command attention and entertain as absorbingly as television."

IBA's membership also was alerted to newly introduced legislation affecting broadcasting and advertising. One bill would call for an investigation of radio-tv advertising of tobacco and liquor products to determine possible harmful effects upon minors by "inducing them to use such products." Another bill would prohibit private political advertising for certain national (U.S. senator) and state offices and would substitute token ads placed and paid for by the Illinois Secretary of State.

Bids for uhf

The FCC last week invited comments by April 28 to a proposed amendment of the rules that would permit the Alaska Telephone Corp. to use uhf chs. 69 through 73 for a proposed tropospheric scatter circuit on Annette Island (Ketchikan), Alaska, to communicate with a similar station to be constructed on Trutch Island, B. C., Canada, on the condition that harmful interference will not be caused to the broadcast service of any country.

Cox takes FCC post, to eschew WINS case

Kenneth A. Cox took over officially last Monday (April 10) as chief of the FCC's Broadcast Bureau and immediately disqualified himself from participating in one of the principal cases now under study in his bureau.

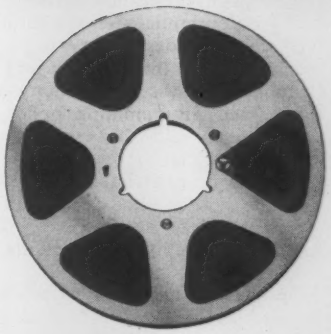
In a letter to FCC Chairman Newton N. Minow, attorney Cox said that he has represented Seattle broadcaster J. Elroy McCaw for over two years and therefore asked to be "completely isolated" from bureau activities regarding Mr. McCaw's sale of WINS New York to Storer Broadcasting Co. for $10 million. Mr. Cox said that he has advised Mr. McCaw on things concerned with the WINS sale and on the station's renewal application.

"I have consulted with personnel of the station and checked certain matters in its files, and have discussed the issues involved with other counsel for Mr. McCaw and with others interested in his behalf," Mr. Cox told the chairman. "I wish therefore to make it perfectly clear as I embark upon my duties here that I shall have nothing whatsoever to do with the processing of this matter and will seek in every way to isolate myself from it."

Chairman Minow directed that the WINS case be handled by Joe Nelson, chief of Renewal & Transfers, and John Harrington, chief of the Complaints & Compliance Division. "I have directed both Mr. Nelson and Mr. Harrington to report directly to the commission with respect to this matter and not communicate or consult with you about it in any way," the chairman told Mr. Cox. "Accordingly, it is understood that this matter will in no way pass through your office and you will have no responsibility in connection with it."

The WINS transfer now is under consideration by Mr. Harrington's division. Both Messrs. Harrington and Nelson normally report directly to Mr. Cox as bureau chief.

SPECIFY



RCA SOUND TAPE

to guard against drop-outs, tape breakage

Designed specifically for critical broadcast recording applications, RCA Sound Tape features essentially flat response throughout the entire audio frequency spectrum, uniformity of output from reel to reel, and high tensile strength. Recognized dependability of RCA Sound Tape minimizes worry over drop-outs, distortion, tape breakage, and the loss of air time.

Splice-free Mylar* base tapes are available in 2400, 3600, and 4800 foot lengths, and splice-free acetate base tapes are supplied in 2400 and 3600 foot lengths, on hub or reel. Call your local RCA Distributor today for a comprehensive list of superior quality, dependable RCA Sound Tape.

*DuPont Registered Trademark

RADIO CORPORATION OF AMERICA

Electron Tube Division • Harrison, N. J.

A license to hunt fly-by-nighters

THAT'S HOW ADHERENTS SEE NEW PROGRAM FORM

If any broadcasters are to be placed over an impossible barrel by the FCC's plans for new programming reporting forms (BROADCASTING, April 10), they can only be the fly-by-night, in-and-out operators who are interested only in acquiring a station, hypoing its ratings and then selling for a huge profit.

Such is the feeling of advocates —including government officials, attorneys and licensees—of the commission's proposed new forms.

"The substantial station operation, and this includes a very high percentage of the total, will benefit tremendously by the commission's newly defined programming policy," a spokesman said last week. He pointed out that the fast-buck broadcaster, who is not interested in serving the public, should and can be weeded out of the industry. Comments on the FCC rulemaking are due May 1.

Advocates feel the new reporting procedures will give broadcasters a new and well-defined freedom to program their stations so as to serve the public interest, convenience and necessity—as determined by the licensees themselves. "All that is required is that they make a legitimate and prudent effort to determine these needs and explain steps taken to meet them."

The commission has placed much reliance on its July 1960 policy statement on programming, defined as a "very sound document as to what the obligations of a licensee are—financial and to the public." This statement and the subsequent reporting forms are the only alternative to restrictive legislation, many feel.

One thing the commission will expect and demand of applicants is that stations involved complete the forms themselves instead of furnishing sterotyped replies prepared by Washington counsel. The commission wants the broadcaster in Podunk to do his own research and make personal contact with his audience and not depend on his attorney in Washington to answer the questions on the basis of letters, etc, from civic, religious and community groups.

Misrepresentation the Key ▪ No licensee is going to lose his authority to operate tomorrow, next year or 10 years from now because of his programming format. But he will be in serious trouble if the commission finds misrepresentations have been made on his surveys of the needs of his locality. For example, if the applicant says he talked to John Doe and a commission investigation discloses that there is no John Doe or that John Doe was not contacted by the station, then the station will be in trouble.

In the long run, it will be the public, not the FCC, which decides if a station's format is in the public interest. A station which is not rendering a public service cannot stay economically healthy over a long period of time, advocates of the new form maintain. On the question of whether rock-and-roll and music-and-news stations are effectively using their licensed facilities, the same sources believe such sterotyped formats already are beginning to run their course and that the public will cause their complete demise in the future simply by not tuning to such stations.

The FCC will never tell a station it must program this or that subject matter but the commission will ask why a particular subject matter is not included in a licensee's program schedule. In fact, this already is being done by the agency in questioning renewal applications (see story, page 60).

A Costly Situation ▪ Proponents of the new form conceded that the first time an applicant replies the procedure will be expensive. He must compile and evaluate information asked in the admittedly complicated questions.

Once he has filed his first application under the new form, however, subsequent filing will be fairly easy. He will have his own system for keeping in touch with the public. He will know better what the commission wants and expects from him.

Much criticism of the new form has been characterized as "nit-picking and arguments about the placing of commas." Such critics, advocates say, should instead offer the commission suggestions on how to improve the proposed questions to make them both easier and more digestible for broadcasters and satisfactory for FCC requirements.

Advocates say they are not wedded to the precise language of the proposed rulemaking, as issued for comments. Many changes in the wording and meaning undoubtedly will be made and the commission is begging for constructive criticisms and suggestions, they add.

One proponent said, in summation: "If this thing is worked out thoroughly and correctly, the question of the licensee-commission relationship in programming will be laid to rest once and for all. The broadcaster will clearly understand what is expected of him. All the FCC really wants to do is protect the broadcaster who is serving the public interest from the operator who is not."

Barry-Enright sale snagged by hearing

Daniel Enright and Jack Barry, former tv quiz figures who own WGMA Hollywood, Fla., were ordered to a hearing by the FCC last week on their application for license renewal. The commission's action, taken on a 4-3 vote, forestalls efforts to sell the station to Kingsley H. Murphy Jr. and Carroll E. Crawford for $265,000.

The hearing was ordered because of Mr. Enrights's involvement in the rigging of tv quiz programs *Twenty-One* and *Tic Tac Dough*, produced by Barry & Enright. Mr. Barry was quiz master of *Twenty-One* but was not involved in testimony before the House Legislative Oversight Subcommittee which brought out that contestants were given the answers in advance of their appearance.

Among the issues designated by the commission were (1) the extent of Mr. Enright's involvement in the fixed quiz programs, (2) whether, in light of the above, licensee Melody Music Inc. (Messrs. Barry and Enright each own 50%) is qualified to be a licensee and (3) whether renewal of WGMA's license would serve the public interest.

Barry & Enright asked for approval to sell the station to Messrs. Murphy and Crawford (who own KOTE Fergus Falls, Minn.) after the commission had questioned Mr. Enright's qualifications as a licensee (BROADCASTING, Dec. 7, 1959). In the sale application, Melody Music Inc. said that it recognized the commission many order "a long, expensive and time-consuming hearing" before renewing WGMA's license (BROADCASTING, Sept. 5, 1960).

Voting for the hearing were Chairman Newton N. Minow and Commissioners Frederick W. Ford, Robert T. Bartley and John S. Cross.

IN·INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money

Grapes on the way to market in the San Joaquin Valley

Beeline stations cover the most agriculturally productive land in the world. In grape production, for example, Fresno county is first in the nation and five other Beeline counties rank in the top ten. This is an area which produces big and spends big.

In Inland California and Western Nevada Beeline Radio delivers more radio homes than any other combination of stations, at the lowest cost per thousand (Nielsen, SR&D).

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Theriot lied, charges FCC's Broadcast Bureau

Already in trouble with the FCC, Leo Joseph Theriot, licensee of KLFT Golden Meadow, La., last week was charged by the Broadcast Bureau with lying.

The bureau asked the commission to enlarge the issues in the license-revocation proceeding against KLFT to include Mr. Theriot's character qualifications (BROADCASTING, March 20).

Mr. Theriot had claimed in a sworn statement that he corrected the technical deficiencies that led the FCC to institute proceedings; specifically, that he hired a fulltime radiotelephone operator, George L. Roundtree Jr.

The bureau offered what it said is a statement from Mr. Roundtree that he has been employed at a radio maintenance company the past four years; that in December 1960 he "put his license" at KLFT in exchange for $50 from Mr. Theriot, but all his regular salary has come from the maintenance company; that he hasn't been to KLFT since March 12.

WMPP permit threatened by commission

The FCC began steps last week to revoke the construction permit of WMPP Chicago Heights, Ill., because of alleged false statements made to the agency on character and in an effort to conceal an unauthorized transfer.

A permit for WMPP was granted last November to Seaway Broadcasting Co. with William S. Martin, Eugene H. Dibble III and Charles D. Buford each 33⅓% owners of record. It appears, the commission said in its show cause order, that Seaway finalized transactions with Charles J. Pinckard in January 1960 which resulted in a transfer of control. Seaway's application was not amended, FCC charged.

Further, the FCC stated, Mr. Martin (Seaway president) filed an application for transfer on Dec. 5, 1960, "for the purpose of concealing from the commission the facts . . . and to cover up the failure of Seaway Broadcasting Co. to amend its application. . ." to reflect the transfer.

EQUIPMENT & ENGINEERING

AT&T TALKS SPACE COMMUNICATION

Prepared to spend $25 million for satellite tests

Hopes for a worldwide satellite communications system took another step towards realization last week when the American Telephone & Telegraph Co. announced it was prepared to spend between $20-25 million in the next year to test the sending of telephone calls, data transmission and television signals around the world.

AT&T has already bought a 1,000-acre tract near Rumford, Me., and expects to start work on a $7 million experimental space communications ground station by next month with a completion date targeted for early next year. At the same time, the firm emphatically denied that it was interested in obtaining a space communications monopoly although admitting that it did not see any advantages to a system of space ownership that would comprise an amalgamation of common carriers.

The space disclosures were made at a news briefing held in New York on the Bell System's space communications plans. AT&T's Vice President and Chief Engineer James E. Dingman said the Bell System will install a giant (250 ton) highly sensitive antenna that will beam signals to a satellite. This "horn," described as the world's largest, will also serve as a monstrous ear trumpet amplifying faint signals on a relay from Europe via the satellite. The horn will be protected by the largest inflated structure every made, a 210 feet wide, 161 feet high, radome, which will be supported by air pressure.

Low Level Orbit ▪ Mr. Dingman said that the proposed system would use from 30 to 50 low level, active satellites (5-7,000 miles from earth) and that AT&T has asked the national aeronautics and space administration to provide a suitable rocket to send an experimental communications satellite aloft. The company executive said that AT&T has offered to pay for the cost of the experimental satellites and their launching.

Several times during the briefing Mr. Dingman stressed that the Bell System does not seek a space communications monopoly. Earlier this month Rep. Chet Holifield (D-Calif.) had attacked the company for what he claimed were attempts to gain a monopoly of the space communications field (BROADCASTING, April 10).

Mr. Dingman said that he saw "no advantages" to a single integrated system of space communications ownership involving "an amalgamation of car-

WHY 6 OUT OF 7* TAPE-EQUIPPED TV STATIONS BUY AMPEX TELEVISION RECORDERS

1 **"It opened up new territories** for us in sales and production. Not only the obvious ones, such as increasing the number of spots, but we find that it becomes much more advantageous for the small agency at the local level to buy (taped) spots on a plan basis because these spots can be repeated with little extra charge. I cannot single out the most important function of our **Videotape**‡ Television Recorders — all their functions are important. We have made better use of our personnel and facilities. And we have cut down the cost of spot announcement production. We have been able to sell the machine and its capabilities along with our own programming and production standards.... We certainly need the recorders and they, in turn, need us. Now tape places at our fingertips — and pocketbooks — another tool for creative broadcasting.... Why we bought Ampex? Ampex invented **Videotape** and it's proved itself to the entire industry. You can't ask for more than that." — **Lawrence M. Carino, General Manager, WWL-TV, New Orleans, Louisiana.**

2 **"We've used the Ampex VTR to make money** and increase business ... very definitely. We'll go on record as we have in the past. We know that the Ampex Television Recorder used properly, and sold aggressively, will pay for itself very easily.... It's increased our business by virtue of the volume that we couldn't have obtained without the machine. It's so successful that we frequently go out to the used car lots, for example, or the furniture stores, or even the banks, and do their commercials on location on tape. There are so many ways we've used the Ampex Television Recorder to make money, that it's hard to pick out the ones to talk about.... We wouldn't have the VTR's if they didn't make money. We think so highly of ours we're about to spend another 50 thousand dollars on Ampex equipment. I guess that lets you know how we feel about Ampex. **Videotape** is their baby all the way. Always has been." — **George W. Harvey, Vice President and General Manager, WFLA-TV, Tampa-St. Petersburg, Florida.**

3 **"It's a great selling tool.** I don't see how anybody stays in business without it.... This market does more dollar volume of local business than a great many of the three-station markets in the country. A great percentage of that business is on **Videotape.**... It gets local business because it absolutely takes the risk out of it. For example, it's awfully hard for an advertiser to visualize from a piece of copy paper with a video column and an audio column just what his commercial is going to look like on TV. But if the salesman can say, 'I've got a spot all recorded for you on your fall coat sale, and I want you to see it,' then he's sold. What do we think of Ampex? They're the leaders in tape. They put tape on the map, and as far as we're concerned, it's the Ampex VTR that's keeping it there." — **John Tyler, General Manager, KFDA-TV, Amarillo, Texas.**

4 **"More than $3,000 a week in billing** — both announcement and program — dependent on one Ampex tape machine. That's a typical week here at Channel 5. We've been in business with **Videotape** for slightly over two years and our one machine shows 3,272 hours of use and service.... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do.... Sure, we see every reason for getting a second machine — and we shall eventually, but we've done a phenomenal job with one for two years. There's no question about our choice of Ampex. They **are** TV tape recording, no doubt about it." — **Fred Fletcher, Executive Vice President, WRAL-TV, Raleigh, North Carolina.**

5 **"We've increased our income** with the Ampex Television Recorder by not having to spend so much time and money in getting and keeping business. What we produce on our VTR is keeping clients sold. We're putting our efforts where they'll do us the most good and our billing is increasing all the time. An end effect has been that our production, because of the Ampex Television Recorder, now puts us — a secondary market station — on a par with the quality of metropolitan market stations. ... Frankly, I can't see how some of these secondary market stations can afford to operate without a Television Recorder. We're sold on TV tape recording — sold on our Ampex equipment, too. Ampex has been the leader for five years now." — **Bill Hoover, President, KTEN-TV, Ada, Oklahoma.**

6 **"We do more jobs ... better** with **Videotape** Recording. Business is better than it's ever been and we have a smoother, more efficient operation. For us, Ampex VTR is a basic piece of equipment that fit into our operation right from the start. It's no 'sacred cow' to us; everyone here operates it. And essentially, it gives us a whole crew of operators plus announcers ... a real problem-solver when it comes to scheduling personnel. From an operating standpoint, it's tremendous. Today, for instance, the boys are knocking out 15 1-minute commercials. And we have scheduled as many as 63 recordings in one operating day. I wouldn't want to go back to operating without an Ampex." — **Al Beck, Chief Engineer, KGBT-TV, Harlingen, Texas.**

VISIT AMPEX NAB EXHIBIT NO. 28

*7.46 AS OF JANUARY 1, 1961 IN THE U.S.A. AND CANADA.

‡TM AMPEX CORP.

Pioneer And Leader In Magnetic Tape Technology

AMPEX VIDEO PRODUCTS COMPANY

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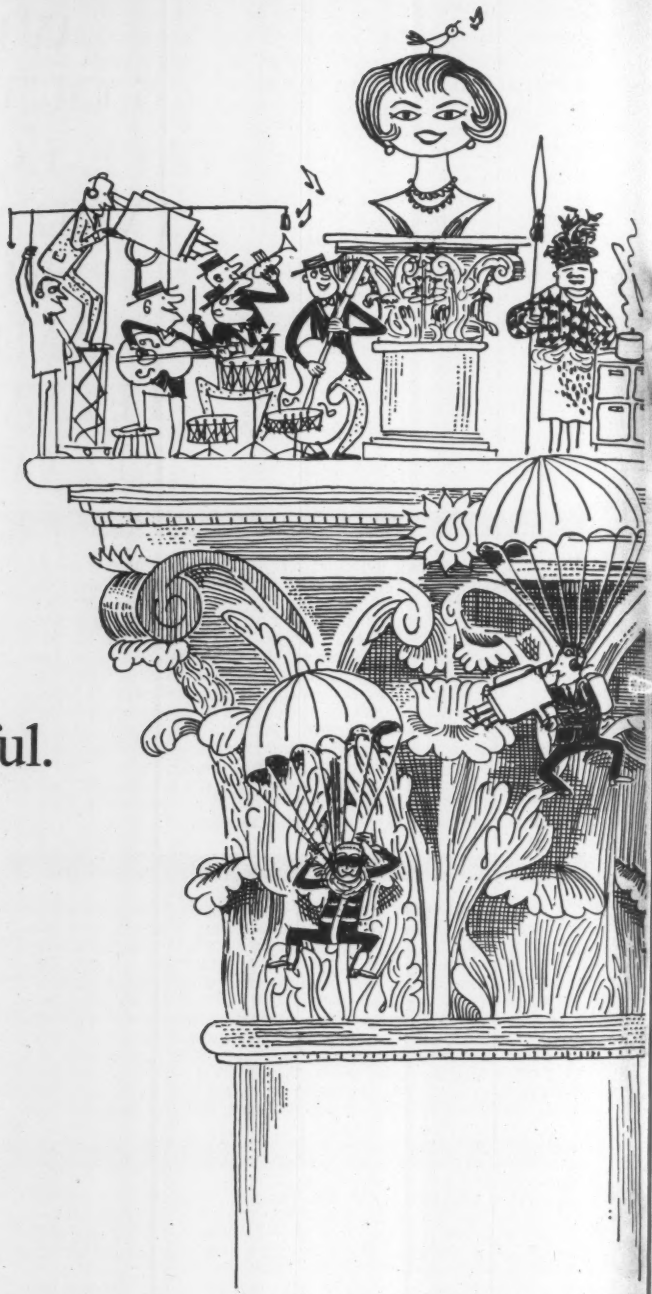
VIDEOTAPE TELEVISION RECORDERS: VR-1000C Deluxe Console, VR-1001A Upright Model • **MAJOR VTR ACCESSORIES:** Inter-Sync†, Amtec†, Color Facility

TELEVISION CAMERAS: Ampex — Marconi Mark IV



Women Are Wonderful.

Ann Colone's a Woman.

Ann Colone's Wonderful.

If there's a misogynist in the house, our authority for the major premise, Women Are Wonderful, is *TV Radio Mirror*, which made the comment while giving WANE-TV's Ann Colone its gold medal award for "Best TV Women's Interest Show—Midwest States."

The minor premise (minor only in formal logic terms) is axiomatic. Ann's a most attractive, vivacious, witty and entertaining lady.

The conclusion, shared by viewers, visitors and vendors alike, is inescapable. She's wonderful in providing everything from exercise gymnastics to festive cooking hints, from parakeet keepers to parachute jumpers, from the Dukes of Dixieland (in person) to the Chief of the Congolese Lunda tribe (in person). And there's always time to discuss and help community activities.

The Ann Colone Show is one-o'clock watching five days a week for large numbers of the ladies of Fort Wayne and vicinity, reaching about 60% and 100% more homes, respectively, than competing network programs; adult ladies comprise 74% of its audience.

All Corinthian stations create programs which, like the Ann Colone Show, meet local and regional tastes. This encourages local talent, builds viewer respect and helps make friendly prospects for advertisers.

Responsibility in Broadcasting

THE CORINTHIAN

KOTV
TULSA

KHOU-TV
HOUSTON

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM
INDIANAPOLIS

Represented by H-R

STATIONS

riers" as proposed by the Lockheed Aircraft Co. earlier this year. But, he maintained, AT&T is "willing to share space communications on an ownership basis, rental basis or any other equitable basis."

Technical agenda mapped by AMST

An extensive program of activities in the forthcoming year was planned last week by the technical committee of the Assn. of Maximum Service Telecasters. Under the chairmanship of Henry Rea, WFIL-TV Philadelphia, the committee made these plans at a meeting in Washington:

- Prepared a report and recommendations to be submitted to the board for AMST's technical program for the past year and for the coming year;
- Set up one of the largest budgets for activities to be undertaken in the coming year.
- Analyzed and reported on the FCC's rule-making looking toward short separations for vhf channel assignments; the U.S.-Canadian ch. 8 agreement made public recently; and the FCC's uhf study in New York.
- Recommended future sites for field studies of vhf and uhf transmissions.

The technical committee will meet May 8 at a dinner meeting at the Mayflower Hotel, Washington, during the NAB convention.

This will take place following a May 6 AMST board meeting in the Broadcaster's Club; a day-long membership meeting at the Shoreham Hotel on May 7, and a board breakfast meeting on May 8, all in Washington.

Visual Electronics gets loan from AB-PT

American Broadcasting - Paramount Theatres Inc., has agreed to provide a loan to Visual Electronics Corp., New York. The loan, amount not disclosed, is understood to run for 10 years, and includes an option to purchase up to 40% of Visual's common stock.

Visual, founded in 1955 by a group of former DuMont engineers, has engaged both domestically and internationally in a sales and service business. Among its primary activities in recent years is television station automation. Principal owners are James B. Tharpe, president; Pat Gallagher and Cecil Grace. In recent months it has installed and serviced tv stations in Haiti, Bermuda, Mexico and Argentina.

The company, which did over $2 million worth of business last year, will use the new funds to manufacture automation equipment.

Leonard H. Goldenson, AB-PT president, noted that the association with Visual will provide "technical resources of its sales and engineering departments in the expected development of automation in the television industry and to our expanding activities in the foreign television field. AB-PT has interests in tv stations in 10 countries outside the United States. It also has minority interests in several electronics companies, including Microwave Assoc., Technical Operations and Dynametrics Corp.

MVT buys Econ-O-List

Mobile Video Tapes has acquired Econ-O-List and established it as a new MVT division specializing in a new high speed camera technique for preparation of directories, catalogs and listings requiring minimal periodic revisions.

The device is said to have a high retention factor, allowing unusual economies in list preparation. Jules Fielding, president of Jules Fielding & Assoc., technical publishing house which owned Econ-O-List, has joined Mobile Video Tapes as executive vice president. Curtis L. Willmott, general manager of the Econ-O-List operation, becomes general manager of MVT. L. E. Huston, MVT president, in announcing the Econ-O-List acquisition, predicted the new division will add more than $400,000 to MVT's sales total in the coming year.

General Electronics purchase

General Electronic Laboratories Inc., Cambridge, Mass., has bought the Rust Remote Control Systems for Broadcasting line from Rust Industrial Co., Manchester, N. H.

General Electronic makes broadcast transmitters, fm multiplex systems, and physics teaching devices. The last were added to the product group by recent purchase of Lincoln Manufacturing Co.

Technical topics...

New playback unit ▪ Foley Electronics Co., College Park, Md., has announced a new automatic cartridge playback unit, its "Select-a-Tape model 211," for audible processing. The unit is fully transistorized and permits automatic high-speed access to any number of sections of pre-recorded information. Price $275.

New vidicon tube ▪ English Electric Valve Co., Ltd., Chelmsford, England, has introduced a new vidicon tv pickup tube which can be used in film scanning, studio broadcasting and can replace several specialized tubes in industrial applications. It is smaller and less complicated than many similar tubes now made.

Why the rush to hour-long shows?

THEY'RE BETTER COST-WISE, AND THEY DO WELL IN THE RATINGS

The trend toward hour-long programs is due primarily to the high cost of today's tv programming, according to Howard Barnes, director of programs, CBS-TV, Hollywood.

"Television is so expensive that few advertisers feel they can afford to follow the traditional network broadcast pattern of sponsoring their own shows exclusively," Mr. Barnes said. "The risk of sponsoring a program that fails to make the grade, at those prices, is too great. So the advertiser prefers to play it safe by spreading his tv appropriation over a number of different shows just as the prudent investor spreads his investment capital among a number of stocks rather than plunging it all on a single company.

"True," he added, "The advertiser who spreads his budget foregoes the advantage of the strong program-product identification that comes with full-program sponsorship, but in most cases the cost rules that out. Look at today's tv network schedule and you'll find only about a half-dozen programs with single sponsorship."

Competition ▪ There are other reasons for the push toward hour-long tv programming than the financial one, although that is basic, Mr. Barnes stated. "Hour shows have done well audience-wise," he said. "People don't like to turn the dial and if they like the show they're watching they're apt to leave it on for its full length." This makes the hour-long program useful in inter-network competition, he commented, pointing out that an hour show scheduled to start a half-hour earlier than other strong network offerings can get a firm grip on the audience and prevent many viewers from tuning away. ABC-TV's slotting *Maverick* in the 7:30-8:30 p.m. Sunday position, giving it a 30-minute headstart on Steve Allen and Ed Sullivan, who were then battling for 8-9 p.m. supremacy on the comedy-variety front, is a good example of how well this strategy can work.

The hour-long program has advantages for the producer as well as the network, Richard Lewis, executive producer, Revue Productions, noted. "The hour is a more satisfactory length to work with," he said. "It allows for fuller development of both plot and character. There's time to develop audience involvement. The half-hour is the short story of television; there's just time to present one situation, to solve one problem. It still seems like the best length for a situation comedy. Each week the hero or heroine or couple gets into a different mess and gets out of it in typical fashion and the audience tunes in to see what their predicament is this week.

"But in the dramatic field, there's the need to develop the story, to explain the characters and why they act as they do. All the creative people connected with programming prefer the hour as giving them a better opportunity to express themselves. With hour-long shows we can attract better writers, directors, actors."

Mr. Lewis has worked with hour programming as well as the half-hour variety for about five years. He is credited with the idea of working anthology type stories and guest stars into series with continuing characters, a concept first used on *Wagon Train* and currently on *Checkmate*.

Writers Happy ▪ "The writers are especially happy with an hour-long series," he said, "as it virtually demands original scripts. The short story that fits the half-hour format is too short for an hour; the novel is too long. The novella is the right length but the supply of novellas is short and we're forced to go after original material, which means more work for the tv writer."

The idea that the hour-long format offers definite advantages to the tv producer is heartily endorsed by Robert Weitman, vice president in charge of production at MGM-TV. One 60-minute MGM series, *Asphalt Jungle*, started April 3 on ABC-TV. Two others, *Dr. Kildare* and *Cain's Hundred*, are being readied for NBC-TV starting this fall. Citing *Cain's Hundred* as an example, Mr. Weitman noted that the story of society's fight against crime today needs a full hour to allow the strength of drama and of character to develop out of each situation. "To do it in a half-hour would be to de-gut it," he stated.

But both producers agree that the hour format exacts a premium price for the advantages it offers. And not just in money, although that too is important. The production cost of the average MGM-TV 60-minute program is $115,000 per episode, Mr. Weitman said. A weekly tv series, whether hour or half-hour, has to have a program ready for airing every week. The half-hour program can be filmed in a week. The hour program cannot. Filming takes six to seven days including rehearsal and since union rules prohibit weekend work that means a production schedule of two programs every three weeks, provided everything goes along without mishap, which is a lot to hope for.

Careful Planning ▪ This calls for good writing, good acting, good direction and a lot of careful pre-planning, the producers agreed. Scripts must be ready well in advance of camera dates; casting must be completed and the shoot-

Program notes...

Busy year ▪ Screen Gems has 12 series set for tv broadcast during 1961-62, with a possibility of adding another couple before the season actually starts this fall, William Dozier, vice president in charge of West Coast activities, announced last week. New series sold to date include *Top Cat* and *The Hathaways*, both scheduled for ABC-TV; *Hazel* and *Daring Deeds of Donny Dru*, both to run on NBC-TV. Returning for another season are: *Dennis the Menace, The Donna Reed Show, Flintstones, Route 66, Naked City* and the three-Kellogg-sponsored national spot Hanna-Barbera cartoon series, *Yogi Bear, Huckleberry Hound* and *Quick Draw McGraw*. CBS-TV has also scheduled repeats of the *Father Knows Best* series.

Santa's Village ▪ Production has started on a new children's series, *Santa's Village*, to be offered as a half hour weekly program on a 52 week basis. The series is being shot in color by Moulin Studios, San Francisco, at Santa's Village, Santa Cruz, Calif. Production staff includes Dan Norton, producer; Mark Connelly, technical director; George Rickman, director; Bruce Ariss, art director. Santa's Village is an amusement park, presumably modeled after a child's concept of Santa Claus' home. Other parks are located in Skyforest, Calif., and Dundee, Ill.

Three new ones ▪ Jim Ameche Productions has added three five-minute programs to its radio syndication service: *Let's Talk*, with Grace Leonard carrying on a conversation of a little girl with a next-door neighbor; *Male vs. Female*, Gene Parker and Marilyn Hare

ing schedule planned, so that once the cameras start rolling nothing need stop them until the episode is safely in the can. And this takes time. In fact, Mr. Weitman noted that *Cain's Hundred* will have been in work nearly a year by the time the first program hits the air this fall.

The idea of a retired criminal lawyer who once represented the "big crime" syndicate but now has agreed to help top level government officials stop crime before it happens was developed at MGM-TV and presented to David Levy, NBC-TV's program vice president, and later to the NBC's president Robert Kintner. "They liked it, so we got Paul Monash, who wrote the original two-part *Untouchables* script, to do a first script for us and when he had a rough draft we sent it to NBC and they said go ahead and polish it. When they got the finished script, they said go ahead and shoot it. That was Dec. 15. I set March 1 as a deadline and went to work."

Stages were set, the director brought in, the lead discussed, interviewed and hired, the secondary parts cast and on Jan. 19 filming of the pilot began. It took eight days. By Feb. 15 rough cut was ready for viewing and on Feb. 28 Mr. Weitman boarded a plane for New York, a completed answer print under his arm. NBC liked it, and scheduled it for Tuesday, 10-11 p.m. A producer, Charles Russell, was engaged to work with Mr. Monash as executive producer. Several writers were enlisted and four or five directors are now being chosen to rotate on these hour-long shows, which will go into production May 7.

The trio was unanimous regarding advertiser interference: there isn't any, except for an occasional rare exception. The magazine concept prevents integration of commercials into the program format and weakens program-product identification, so that the advertiser and his agency now concentrate on making the best commercials they can and don't worry too much about the individual programs, once they have decided to go along with the basic theme of the series. Once in a while, a client will feel that something in a script will evoke an audience reaction unfavorable to his product. But such complaints are few and the trouble is usually easily ironed out, Mr. Barnes said. The producers commented that they deal with the networks, follow the precepts of the NAB TV Code and their own good judgment and seldom hear from the advertiser or agency except when some executives from back east are going to be in Hollywood and would like to have lunch with the star of the series.

MGM-TV's 'Asphalt Jungle' on ABC-TV

No General Rule ▪ Changing the length of an established series from a half-hour to an hour may or may not be a good idea, the experts agreed. *Naked City* has done well in its longer version; *Lineup* fell flat on its rating. MGM-TV made a half-hour pilot of *Dr. Kildare* several years ago and failed to sell it, while the hour pilot was sold without delay. Mr. Barnes and Mr. Lewis have high hopes for *Gunsmoke,* when it doubles its length this fall.

If 60 minutes is good, would 90 minutes be better? Yes, for top flight dramatic programs, Mr. Lewis declared. He anticipates that a general move to 90-minute dramas may come in the next two or three years. Mr. Barnes is more skeptical. The magazine advertising format utilized in the longer programs with their multiple sponsorship works well with the 60-minute programs, he notes, but when it was tried on *Playhouse 90* there were too many interruptions and the viewer became annoyed and distracted. Mr. Weitman refuses to guess what might happen in the future but observes the networks decide matters like that and the producer tries to deliver, in the best form he can, whatever the networks want.

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expressing masculine and feminine viewpoints on topics of general interest such as women drivers; and *Pamela Mason,* five minutes of chatter about anything and everything.

It's 'Amigo Rocky' now ▪ Producers Assoc. of Television, N. Y., reports that 78 half-hour episodes of *Rocky and His Friends,* now carried on ABC-TV, will be offered for sale in South America through the company's newly-appointed distributor there, Magnum Television International, S.A. The latter firm will dub the cartoon programs into Spanish and Portuguese. Magnum is a new company organized by John H. Manson 3d, formerly head of Latin America operations for Screen Gems Inc. Peter M. Piech, president of Producers Assoc. of Television, announces that 52 new *Rocky* cartoons now are being produced in color and are scheduled for network presentation in the fall, possibly on NBC-TV, which is negotiating with a sponsor.

Countdown 21 ▪ KING-TV Seattle, Wash., this Friday (7:30-8:30 p.m. PST) will present *Countdown 21,* an hour-long documentary dealing with the Century 21 Exposition (space age world's fair which will open there in 1962). The program will also be telecast over KREM-TV Spokane, Wash., and KGW-TV Portland, Ore. (KING-TV's sister stations); KIMA-TV Yakima, KEPR-TV Pasco, and KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Idaho. National Bank of Commerce, Seattle, will sponsor the program on all seven stations as a public service. Production staff for *Countdown 21*: Bob Schulman, special features director, KING-TV (writer-re-

searcher); Lee Schulman, program director, KING-TV (producer); Carrol Ellerbe, director; Kit Spier, production supervisor.

First aid course ▪ WTMJ-TV Milwaukee has been gratified by an almost overwhelming response—1,700 persons—for its television first aid course in conjunction with the Milwaukee-Waukesha County Red Cross chapter. The course, 10 weeks in duration, will be given each Wednesday on *The Womens World*. Cost: 75 cents for the text book. Homework assignments and examinations will be given. Those successfully completing the course will receive a first aid certificate.

Anti-commie federation ▪ Representatives of entertainment unions from North, South and Central America will meet in Costa Rica in May to lay plans for the formation of an anti-communist federation of labor organizations to combat efforts of communist-dominated European unions to invade the Western Hemisphere. Herman Kenin, president of the American Federation of Musicians, is chairman of the AFL-CIO steering committee for the conference. Other U. S. unions whose representatives will attend the meeting are Actors Equity, AFTRA, Screen Actors Guild, Screen Extras Guild, American Guild of Musical Artists, IATSE, IBEW and NABET.

Distribution launched ▪ Two programs produced by CBS News and presented on CBS-TV will be distributed by Carousel Films Inc., N. Y. The films, *The Great Holiday Massacre* and *Our Election Day Illusions*: *The Beat Majority*, will be made available to schools, government agencies, discussion groups and public libraries.

Taylor to NBC-TV ▪ Four Star Television will expand its *Robert Taylor's Detectives*, from a half-hour to a full hour and move it from ABC-TV to NBC-TV, starting in the fall. The switch was negotiated by Four Star executive vice president Tom McDermott with NBC-TV, which has scheduled the series at 8:30-9:30 p.m. Fridays. This is the third Four Star 60-minute series to be sold for fall. The others are *The Dick Powell Show*, action-suspense series featuring Four Star's president, which has also been sold to NBC-TV, and *The Corrupters*, scheduled for ABC-TV.

Russian documentary ▪ The Westinghouse Broadcasting Co. through its WBZ Boston outlet last week presented "The Challenge—Soviet Science," a documentary dealing with Russia's successful venture in outer space. Key figures in the documentary were Dr. Leonid Sedov, chairman of the space committee, Soviet Academy of Sciences; Alexander Nesmeianov, president of the Academy of Sciences, USSR; James Killian, board chairman, Massachusetts Institute of Technology; Allan Waterman, director of The National Science Foundation; Bruno D. Rosi, MIT; Fred Whipple, director of the Smithsonian Astrophysical Observatory, Harvard.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV

April 17-21, 24-26 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

April 17-21, 24-26 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

April 17-21, 24-26 (10:30-11 a.m.) **Play Your Hunch**, part.

April 17-21, 24-26 (11-11:30 a.m.) **The Price Is Right**, part.

April 17-21, 24-26 (12:30-12:55 p.m.) **It Could Be You**, part.

April 17-21, 24-26 (2-2:30 p.m.) **The Jan Murray Show**, part.

April 17-20, 24-26 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

April 17-24 (9:30-10 p.m.) **Concentration**, P. Lorillard through Lennen & Newell.

April 19, 26 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather; Speidel through Norman, Craig & Kummel.

April 19, 26 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

April 20 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

April 21 (9-10 p.m.) **Sing Along With Mitch**, Ballantine, Eastern U. S.

April 22 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

April 22 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

April 22 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

April 23 (6-6:30 p.m.) **Meet the Press**, co-op.

April 23 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson, Beechnut through Young & Rubicam.

April 23 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

Story book show ▪ Television Talent Assoc. will start filming *Story Book Village*, starring Marcia Drake, in May. Exteriors will be shot in the Fresno, Calif., area; interiors at the Skelton Studios in Hollywood. TTA is also developing a tv series dealing with the history of California's San Joaquin Valley.

Writers for Warners ▪ Warner Bros. has signed multiple writing contracts with 23 writers in recent weeks, to insure a steady flow of scripts for next season, according to William T. Orr, vp in charge of production. Warners has eight series on the air now and five more in preparation for the new season.

Rogers repeat ▪ Responding quickly to favorable reviews, NBC-TV and The Purex Corp. announced that a second showing of "The Story of Will Rogers," a *Project 20* program, will be repeated on an as yet unspecified date this summer. The Purex special was telecast March 28.

Even switch ▪ CBS News correspondents Charles Collingwood and Douglas Edwards will switch assignments on two CBS Radio features, effective today (Monday). Mr. Collingwood will take on the Monday-through-Friday program, *Sidelights*, heard at 4:30-4:35 p.m. EST. Mr. Edwards takes *The Headliner*, Sunday, 4:30-4:35 p.m. EST.

Chicago jail on radio ▪ A seven part documentary series, including the tape recorded voices of convicts and prison officials, has started on WBBM Chicago in the Monday 7:35-8 p.m. period. Four months in preparation, the series is titled *The High Price of Justice* and will examine problems of overcrowding and other conditions of the Cook County Jail, the nation's second largest.

Edwards yanked off 'Circle'

CBS News said last week that it has directed newsman Douglas Edwards to relinquish his role as host and narrator of *Circle Theatre*, sponsored by Armstrong Cork Co. and carried on CBS-TV on alternate Wednesdays (10-11 p.m.). A network spokesman said it has been a general policy that its newsmen should not appear on entertainment programs but acknowledged this practice has been relaxed in the past. Mr. Edwards, who presents a nightly newscast on the network, said he would not protest the decision of CBS News. An official of Armstrong Cork said another person would succeed Mr. Edwards on the program next fall on CBS-TV.

MGM-TV's net up half million

MGM-TV's net income before taxes amounts to $5,911,000 on gross revenues of $10,124,000 for the first two quarters ending March 16, it was announced last week. This represents a jump of more than $500,000 in net income before taxes and of close to $3 million in gross revenues over a like period in 1960.

Total earnings for MGM Inc. for the two quarters amount to $2.65 per share on $6,684,000, a gain of $1.18 per share and almost $3 million over a similar period the last fiscal year.

Boost SPOT income with RCA TV Tape— Get peak quality . . . production savings

Advertisers are prone to "buy on sight" and stay sold once they view the excellence of spots made on RCA equipment. Picture quality is virtually "built in." RCA's multiple monitoring checks assure the highest quality production. You can check through the entire system . . . and be confident you are getting the best results at all times. Moreover, you can obtain a perfectly aligned picture in seconds thanks to RCA electronic quadrature adjustment *for both record and playback.*

RCA's "convenience features" save time and money in production. A central control panel puts the entire operation at the user's fingertips. A continuously variable speed control enables you instantly to cue-up any spot on tape. Speed can be slowed until audio becomes intelligible for cueing. And precision headwheel interchangeability—for color, too—means you can playback any tape on any machine, regardless of where made.

Special RCA safeguards protect your production against loss. Simultaneous control track monitoring assures you of a control track as you record. (A tape without a control track is worthless.) And you get simultaneous audio playback as well. You save lost production time, re-dos, talent costs. Only RCA provides these multiple means of protection.

Advertisers will appreciate the difference an RCA TV Tape Recorder will make in your spot production. You'll find a satisfaction in operation without parallel. And service after the sale is the type that only RCA with its broad background in television can perform.

Find out how the RCA TV Tape Recorder can help you produce the most saleable commercials and programs. See your RCA representative. Or write to RCA, Dept. TC-22, Building 15-1, Camden, N.J.

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

How to improve radio-tv public affairs

THE EXPERTS AT WESTINGHOUSE CONFERENCE TELL WHAT'S LACKING

The role of informational programming in a time of urgency came under the critical gaze of industry and non-industry executives last week at Westinghouse Broadcasting Co.'s fourth public service clinic.

After three days of analysis, synthesis, debate and creative joint thinking, several hundred broadcasters from the U. S. and foreign countries left Pittsburgh, cradle of broadcasting, with new ideas and new convictions.

Panels, workshops and intimate discussions dealt bluntly with the industry's public affairs responsibilities and the way they are being met. Newscasts, panels, public affairs programs and other types of broadcasting were taken apart with a single purpose—the improvement of radio-tv service to the public.

From Dr. Frank Baxter, U. of Southern California, to Sam Levenson, comedian, the guest speakers spoke their minds on the cultural, educational and entertainment roles of the industry. They agreed in general with Donald H. McGannon, WBC president, that Americans must accept the challenge of becoming the first people in history to attempt education of all adults in view of the inability of the school system "to cope with the increased educational responsibilities of our times."

Anti-Gimmick ▪ Some of the most caustic criticism concerned news broadcasting at the final panel discussion, particularly newscasts using dramatic gimmicks and attention-getters. Erwin D. Canham, editor of the Christian Science Monitor, said gimmicks do not contribute news impact. The main job, he said, is to get enough into the peoples' minds and to hold their interest. He emphasized the need for background information.

Julian Goodman, NBC news-public affairs vice president, said broadcasters must develop "a national fund of people who can cover, write and report on current events." And William Monroe, WDSU-TV New Orleans and president of Radio Television News Directors Assn., said stations need professional newsmen who can research the news. He opposed "tricking up the news." Sandy Jackson, president of the Star Stations (Don Burden), demonstrated fast-moving headline newscasts "with a lot of zest." This method was criticized by the panel but drew some audience support. Dr. Wilbur Schramm, director of the Stanford U. communications research institute, said background explanation contributes greatly to the way people remember the news.

Richard M. Pack, WBC program vice president, presided at the three-day clinic. WBC underwrote the bill for a professionally-produced program that included leading spokesmen from government, education, journalism and the broadcasting industry. The first WBC public affairs conference was held in 1957; others have been at Baltimore and San Francisco, the last-named in September 1959.

The Washington contingent included Pierre Salinger, news secretary to President Kennedy, and FCC Commissioner Robert T. Bartley.

Entertainment ▪ WBC staged an original musical revue "Improper Channels," with words and staging by Robert Bernstein, of WBC public relations, and music by Nicholas Schachter. It included 16 skits satirizing the industry. A concert by the Pittsburgh Pops followed. Both were held at Carnegie Institute.

Mr. Salinger assumed the role of media counselor in warning broadcasters they must "weigh carefully the value of keeping these press conferences on the air intact and in full." He said he noticed after the seventh or eighth presidential conference that "we are beginning to get letters from areas where people say their local stations are no longer carrying them."

He added this opinion, "I consider that somewhat of a disturbing trend this early in the history of the press conference. And it's the kind of a trend that the other media are looking for to point out that they were right in the first place about this." Print media had bitterly opposed live coverage when the idea was first proposed several months ago.

Re-examine ▪ And Mr. Salinger took a shot at networks for their adoption of rules covering conference feeds to independent stations. "While I do not question their right to do this," he said, "I think that they should re-examine their position in this subject and the reason I say it is this: I was talking to a network official in Washington several weeks ago and I pointed out to him I had a complaint from a tv station in Detroit which was an independent station unable to get a feed from a network station. He said, 'Well, if I gave them this feed, what would be the advantage of having a network affiliation?'

"Well, I was somewhat puzzled by this because I thought perhaps he was revealing a concept about the press conference I hadn't thought about. And that is that he was treating the press conference as some kind of commercial show that had been put together by his own network. I think that is the thing that we have to bear in mind, that the press conference is not a network show. It is a news event. I think as many people around the country should see it as possible. It would be to everybody's advantage, and the networks included, if they would review their thinking on this matter and go

Candid conversation at Westinghouse conference between Donald H. McGannon, WBC president, and Pierre Salinger, news secretary to President Kennedy. Mr. Salinger was luncheon speaker at Pittsburgh conference. He gave a report on JFK's broadcast news conferences.

back to the system they had in the first few weeks and make this press conference available to everybody."

Mr. Salinger felt there is no danger of "over-exposing" the President on media because the public is interested in everything he says during this critical period. "I have a feeling the people who talk about overexposure of the President are falling back into show business terms," he said. "They're talking maybe about overexposing a juggler, or a comic."

He chided media for "wasting" a lot of air and tv time as well as white space on trivia such as what soap the White House uses and similar personal items.

He lauded shows showing the President in action, mentioning the NBC-TV *JFK Report*, the CBS showing the President in his office and ABC-TV's *Adventures on the New Frontier*. As to the future, he said, "We are thinking in terms of different ways in which the President might communicate with the people on given, specific issues," (CLOSED CIRCUIT, April 3).

He doubted if live radio-tv pickups destroy interest in later coverage of a conference.

Progress ▪ Through several panels ran the belief tv has made important progress in the news-documentary-public affairs field. The medium's role in keeping the public informed and in raising the cultural level was examined closely.

Dr. William G. Cole, president of Lake Forest (Ill.) College, contended the business of broadcasters, like that of educators, is "not to provide ready-made answers but to present the problems, drive people out of their complacency and stir them up to think intelligently." He added they should "overestimate rather than underestimate the intelligence of the audience" and explained the Kennedy-Nixon tv debates had "opened the door to a technique of exposing people to discussions of significant issues."

Dr. Baxter warned broadcasters and educators they would fail if their gauge is ratings. "We are surely back in Roman times if all we give man is mass enjoyment, mass entertainment," he said.

Garry Moore, entertainer, said "there's very little culture and no democracy in my end of the business." He charged programs are being produced solely by the programming boards of the three networks, recalling how ABC-TV under President Oliver Treyz "came rushing up" to NBC-TV and CBS-TV on a diet of westerns, whodunits and violence.

Oscar Katz, CBS program vice president, argued that programs "must appeal to most of the people most of the time" and also serve minority tastes. He conceded there is "enormous room

"And they bought WSBT-TV schedules and lived happily ever after!"

Advertising people learn early that WSBT-TV produces happy-like results in the South Bend market. The latest Nielsen Survey* shows why: in this 3-station market WSBT-TV has an average of 42.7% share of sets in use, sign-on to sign-off . . . carries 20 of the areas 25 most popular shows! It's accomplished with a full schedule of CBS programs and popular local shows.

WSBT-TV also covers the rich 15-county area of northern Indiana and southern Michigan that has a population of 915,000 and a buying income of $1.7 billion! And right in the midst of it is the South Bend Metro Area with a per household income of $7553 . . . highest in Indiana! Get complete market and coverage details from your Raymer man or from this station.

* Oct. 31-Nov. 27, 1960

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

CBS TELEVISION NETWORK

ONE OF CBS' HIGHEST-RATED STATIONS

Paul H. Raymer, Inc., National Representative

WESTERN ELECTRIC AND

AROUND THE CLOCK, everything from thumbtacks and tiny transistors to switchboards and telephone booths flows into Western Electric's supply channels for the Bell Telephone System. Shown on a shipping platform are just a few of the many thousands of items that W.E.'s 33 distribution centers keep constantly on hand for the local Bell telephone companies.

LOGISTICS

As specialists in logistics — the art of assuring the right products, materials, supplies, at the right place, in the right amounts, at the right time — Western Electric helps meet the requirements of the Bell telephone companies in providing reliable, ever-improving telephone service.

Western Electric, as manufacturing and supply unit of the Bell System, is organized to provide whatever the Bell telephone companies request, on a daily basis or a long-range basis, to fulfill the communications requirements of their subscribers.

This is a logistics task that requires the closest integration of Western Electric's plants, distribution centers, transportation companies and nearly 40,000 suppliers located throughout the country. By its nature, it is a large and complex operation encompassing almost every item used in the vast nation-wide telephone network.

To manufacture or obtain this equipment and transport it wherever it is needed, exactly when it is needed, calls for an organization fluidly adjusted to the ever-changing needs of the Bell telephone companies, who are constantly at work finding ways to improve their service.

As examples of the scope of its logistic role, Western Electric will in an average year:

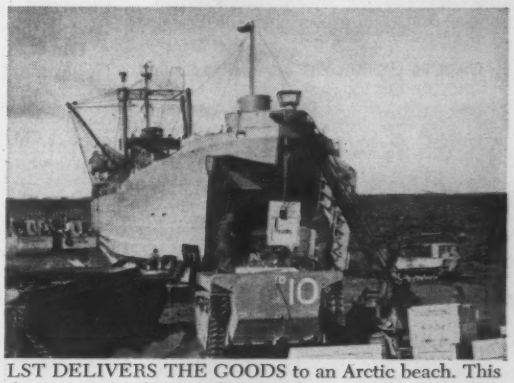
- Manufacture miles of wire and cable, countless switching units, electron tubes, and thousands of other items, each varying in number from one to many millions.
- Purchase over $1¼ billion worth of materials and services from nearly 40,000 different suppliers — 90% of whom are classified as "small businesses."
- Distribute to the 23 Bell telephone companies nearly 25 million items a year through our 33 strategically-located distribution centers.
- Install central telephone office switching equipment at 67,000 separate jobs in 7,200 cities and towns throughout the country.
- Ship products and supplies via 400 railroads, 3,600 truck lines, 60 air lines and 30 water shipping companies.

This extensive logistics experience, coupled with our close association with the other members of the Bell System — Bell Telephone Laboratories and the Bell telephone companies — has also made Western Electric uniquely fitted to head-up communications-oriented defense tasks for the U. S. Government. These have included responsibility as prime contractor for DEW Line, SAGE, White Alice, and the communications aspects of BMEWS.

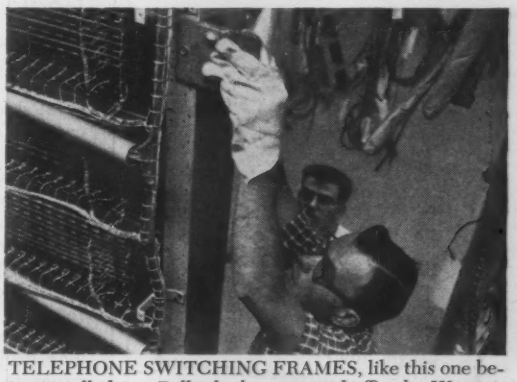
Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

EMERGENCY SUPPLY program includes standing arrangements with U. S. carriers to facilitate instant shipping of materials when disaster is most likely to strike. Above, telephone supplies from a Western Electric supply center are air-bound for a hurricane-devastated area.



LST DELIVERS THE GOODS to an Arctic beach. This ship was one of many that raced against time to bring supplies to the DEW Line. Western Electric was prime contractor for this vital defense communications system which guards the United States from the Far North.



TELEPHONE SWITCHING FRAMES, like this one being installed in a Bell telephone central office by Western Electric personnel, are scheduled through manufacturing and shipping to arrive at central office locations — ready for installation — exactly on the dates they are required.

MICHIGAN'S

UPPER PENINSULA
IS EASILY AVAILABLE

NOW

The New $100,000,000
BIG-MAC Bridge
carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV Traverse City — **WTOM-TV** Cheboygan

One Rate Card

Covers **25** Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the MOST homes with P B N *

7000 **MORE** Homes Reached Than Sta. B
(M-F, Noon-6 PM)
1900 **MORE** Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)
2800 **MORE** Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)
1900 **MORE** Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)

Network Representative Elisabeth Beckjorden

for improvement."

Henry Schachte, executive vice president of Lever Bros., explained how advertisers can deliver interesting and effective messages, citing Smoky the Bear forest fire warnings as an example of imaginative communicating. He described some public affairs projects as "just talk in front of a camera."

Conscience and Bankbooks ■ Of five popular programs sponsored by his company, Mr. Schachte said, two are violence and three others are not. He hoped stations will "look at their consciences as well as their bankbooks."

Mr. Katz said CBS will gamble $3 million on a new program titled *The Defenders,* using quality writing and production. It will be a fixed-character series touching serious subjects. The first will deal with religious freedom. He recalled the effort to elevate programming by an unsucessful series, *The Witness.*

Marya Mannes, of *Reporter* magazine, complained that "writing talent has fled tv because it had no freedom."

Fred Coe, producer, felt tv "has taken the 'show' out of 'show business.'" Lou Hausman, director of Television Information Office, emphasized the importance of entertainment programs which he described as "the reason the public buys sets."

Dr. Bernard Berelson, director of the Columbia U. Bureau of Applied Social Research, said it is the responsibility of broadcasters "to out-reach the audience." And Bergen Evans, of the Northwestern U. English department, said they "must give the public what they want."

Sam Levenson criticized broadcasting program censors whom he called "intellectuals with heavy black pencils," describing a rejected continuity dealing with the subject of sex. He suggested broadcasters prepare the audience for educational material such as Shakespeare. An example of inadequate preparation, he said, was "The Tempest."

Douglas Manship, president-general manager WJBO and WBRZ (TV) Baton Rouge, La., drew heavy applause when he described his editorializing campaign against segregation. "We know this is wrong," he said, and explained how entry into this "area of horror" brought threats of violence to his family. "It was one of the most rewarding experiences we ever had," he said, adding this note of caution, "Always offer equal time to the other viewpoint."

'Defend and Improve' ■ Alan Newcomb, commentator of WBT Charlotte, N. C., originator of the station's *Radio Moscow* program, said "totalitarian radio has declared war on private radio." He added, "If we broadcasters are going to do our share in preserving the things we hold dear, we must help defend and improve the free enterprise system in every way we can. "The WBT series features excerpts from the Russian news broadcasts, with commentary rebutting half-truths and distortions.

Americans will have global tv, including programs beamed from Australia, within a decade, according to John Wentworth, RCA manager, educational electronics. He described the Echo balloon launched in the fall of 1960 as the first major breakthrough and said active satellites for bouncing are due next. He predicted several developments in color tv apparatus that will make it as easy to operate as black-and-white. He cited trends toward transistors, miniature equipment and automatic operation. He regretted "the decline of the chief engineer."

Lee Hall, of Robert Drew Associates, described documentaries which employ two-man camera-reporter teams with creative ability. He explained documentaries based on Swiss or German tape recorders and film-transistorized oricon with an "acutron."

Stephen F. Temmer, president of

Radio Moscow newsman ousted from WBC meet

International intrigue developed unexpectedly at last week's public service programming conference held in Pittsburgh by Westinghouse Broadcasting Co.

It was caused by the appearance of Oleg Kalugin, Radio Moscow correspondent in the U. S., who left the conference on the opening day at the State Dept.'s suggestion.

WBC pulled its experimental Project Restore exhibit out of the conference just before it started, apparently in line with an FBI request. The project is part of the Conelrad program (BROADCASTING, April 10). Project Restore includes a classified device that permits transmission of several narrow-band twx messages on the KDKA Pittsburgh and KYW Cleveland channels without disturbing broadcast reception. Both are WBC stations.

Mr. Kalugin appeared on a conference panel program April 10, answering questions from several college students. Shortly after the program he left for New York, saying he had applied April 1 or 2 for permission to take the Pittsburgh trip. But the State Dept. asked him to return to New York, explaining the Soviet embassy had not applied for a travel permit.

Gotham Audio Development Corp., said broadcast standards haven't kept pace with high-fidelity recording equipment.

Jo Mielziner, theatrical designer, demonstrated tv lighting techniques based on a simple background. He criticized overlit sets.

Albert McCleery, CBS-TV producer, said "no industry has gotten old-fashioned so fast," cramped by don'ts. He felt networks have created "a sleek, slick Hollywood grayness," and urged, "Rise affiliates, you have nothing to lose but your networks. He called for a "wedding" between universities and stations.

Suggestions ▪ Some of the suggestions or ideas left with broadcasters:

Mark Olds, program director, WNEW New York—Rely more on professional judgment, less on ratings and isolated complaints.

Jules Dundes, vice president-general manager, KCBS San Francisco— use short takes or interest-filling vignettes for radio station deejays.

Arnold Hartley, Key Broadcast Management, New York—Stations catering to racial or language groups are popular because of their desire to upgrade the groups. He denied they tend "to reinforce a ghetto mentality."

W. Edward Cramer, assistant director of public affairs, WCBS-TV New York—put spice and partisanship into discussion programs to get away from "squirrel-cage panels."

Irwin Rosten, producer-writer, KTLA-TV Los Angeles—attack boredom in television, get out of the rut and meet new problems.

Larry Beaucamp, WANE-TV Fort Wayne, Ind.—"Don't let networks scare you off local cultural programs because they do them."

James Kovach, program manager, WNHC-TV New Haven, Conn.—Use experts to present religious features, with a basic live local religious format of over 2½-hours a week.

Bruce Attridge, national supervisor of children's programs, Canadian Broadcasting Corp.—Widen the range of informational and emotional experience in programs for children in the 8-12 age group.

19 stations get awards from Virginia AP group

A total of 48 awards went to 19 Virginia Associated Press Broadcasters stations at the group's annual spring meeting in Washington last week. Awards were presented for news, special events, sports and farm broadcasting categories.

Three special awards were made: to Walter Crockett, president of VAPB and news director of WCYB-AM-TV Bristol, for best protection to the AP (the WDBJ Roanoke cup); to Fred Williams, formerly of WYTI Rocky Mount (now news director of WBAX Wilkes-Barre, Pa.), for placing in all seven newscasting contest categories; to John Columbus, WPUV Pulaski, for covering the story of a fugitive who barricaded a house and held off police 30 hours.

Et tu, Frankie?

Frank Sinatra has joined the ranks of active protestants against the portrayal of Italian-type characters as hoods and gangsters on *The Untouchables*. Seeking out Desi Arnaz, president of Desilu Studios, where the tv series is produced, in his Palm Springs, Calif., hotel, Mr. Sinatra exchanged heated words with Mr. Arnaz and, when the pair parted, announced that Essex Productions, owned by Mr. Sinatra, is moving the motion pictures it had planned to produce at Desilu to the Sam Goldwyn Studios. Boycott of L & M cigarettes by an Italian-American organization was followed by withdrawal of L & M sponsorship of the series (BROADCASTING, March 20, 27).

Ford Foundation plans $483,700 grants for tv

The Ford Foundation, New York, is earmarking $483,700 for television in a $3.7 million series of appropriations for experiments in teacher preparation. Most of the tv money, $450,000, goes to the foundation's national program for public schools, which has made grants to selected systems since 1958.

Other television funds: $4,000 to the Dallas Independent School District; $26,000 to the U. of Florida; $1,400 to the U. of Kentucky; and $2,300 to Queens College.

Program for the public, Bartley tells networks

Networks have capitulated to General Foods and Procter & Gamble, FCC Comr. Robert T. Bartley said April 10 at the Westinghouse public service broadcast conference in Pittsburgh. (see story page 112).

Commissioner Bartley tagged the network bills of these sponsors at "$90 million for Procter & Gamble and $60 million for General Foods."

Recalling the soap-opera era in radio, he said the application had now come to

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

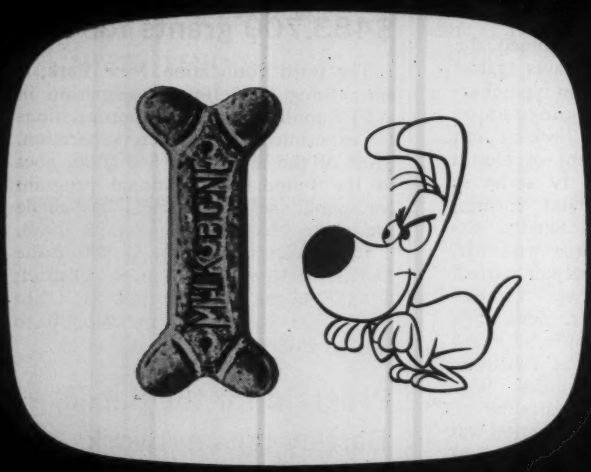
KNOE-TV AVERAGES 71% SHARE OF AUDIENCE

According to November 1960 ARB we average 71% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana

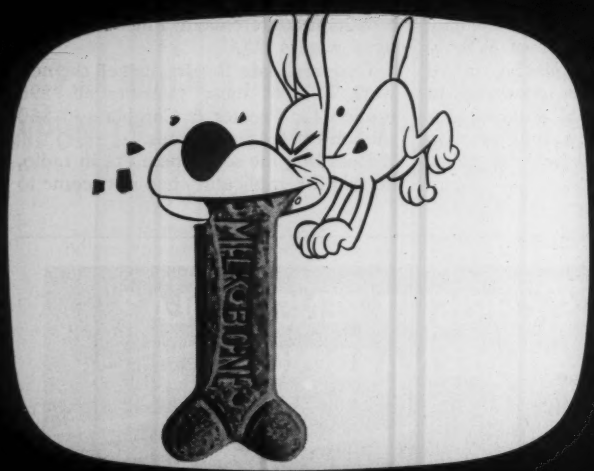
CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Southwest-Feazel Gas Processing, Dubach Plant, Dubach, Louisiana.



It can't be . . .

But it is!



It really is!

Yes, it really is!

What a satisfaction . . .

a good biscuit is!

FILM does the "impossible"!

Really, it's pretty wonderful when you stop to think . . . *a commercial to reach a consumer who hasn't a cent to his name!*

"So *what!*", the experts said, drawing out the "what." "We'll sell people. Man (Woman, too) is Dog's best friend, has money, can buy.

"We'll use *animation* to show Dog's growing excitement . . . as he sniffs . . . as he downs a Milk-Bone Dog Biscuit in nothing flat. That will get Man . . . he'll shell out—but quick.

"Of course, animation means film—and *only film*. But that's fine because film alone will give us the kind of commercials we want, the way we want them—*and when*."

And that's not all. Film, and film alone, gives you the optical effects you must have . . . assures you the convenience, coverage, and penetration that today's total marketing requires. All reasons why so many advertisers are turning (and returning) to film.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
National Biscuit Company
AGENCY:
Kenyon & Eckhardt Inc.
PRODUCER:
Robert Lawrence Animation, Inc.

tv. "Are you going to let control drift into the hands of maids and kids?" he said. "I refuse to believe that licensees are helpless. Air time is your time. You must find a way to program to the public needs."

A bill to regulate networks will be given hearings this spring, he said, adding this warning, "Don't shift program responsibility." He referred to the "growing influence of Madison Avenue, Wall Street and Hollywood in program service."

'GRAMMY' AWARDS

Charles top record artist, Victor leads record firms

Singer Ray Charles walked away with top personal honors among recording artists for 1960 Wednesday (April 12) when he received four "Grammy" statuettes from the National Academy of Recording Arts and Sciences.

Two of the "Grammies" went for his ABC Paramount recording of "Georgia on My Mind," adjudged both the best male vocal performance on a single record and the best performance by a pop single artist. His Atlantic recording of "Let the Good Times Roll" was picked as the year's best rhythm and blues performance and his Atlantic album, "Genius of Ray Charles," as the best male vocal album.

Among the recording companies, RCA Victor ranked first with 11 recordings among the 38 receiving "Grammies" for 1960. Columbia and Capitol tied for second place with six winners apiece, while Warner Bros., ABC Paramount and Verve shared the third plateau with three winners each. Atlantic had two "Grammy" winning records and Roulette, Contemporary, Liberty and Washington got one each.

Among the performers, Henry Mancini and Bob Newhart each won three "Grammies." The Victor recording of Mr. Mancini's "Mr. Lucky" was honored as the best arrangement and the best performance by an orchestra other than for dancing; his "Blues and the Beat," also on Victor, was voted the best jazz performance by a large group. Bob Newhart's "Button Down Mind" was named "album of the year"; "Button Down Mind Strikes Back" was judged the best comedy performance (both were recorded by Warner Bros.) and Mr. Newhart was also named the best new artist of 1960.

Two for Ella ▪ Ella Fitzgerald got a "Grammy" for the best female vocal performance on a single record for "Mack the Knife" on Verve and another for the best female vocal album, Verve's "Ella in Berlin." Miss Fitzgerald's "Gershwin Song Book" (also Verve) won a "Grammy" for "Luis P. Valintin" for the best engineering contribution to a popular recording. Hugh Davies won the engineering award in the classical field for Capitol's "Spanish Guitars of Laurindo Almeida," which also got top honors as the best classical instrumental performance without orchestral accompaniment. Mr. Almeida's "Conversations With Terri, Ruderman, Lurie" (Capitol) won as the best chamber music recording. In the novelty field, John Kraus got engineering honors for Capitol's recording of Stan Freberg's "Payola Blues."

Percy Faith's "Theme From a Summer Place" (Columbia) was named the "record of the year" and the theme from "Exodus" (the only non-recording award)the "song of the year." RCA Victor's recording of the Exodus theme won as best record of a score from movies or tv.

Other "Grammy" winners were: Count Basie—"Dance With Basie" (Roulette); Eydie Gorme-Steve Lawrence—"We Got Us" (ABC Paramount); Norman Luboff Choir—"Songs of the Cowboy" (Columbia); Andre Previn—"West Side Story" (Contemporary); "Can Can" by Frank Sinatra and the original cast (Capitol); "Sound of Music" by the original cast (Columbia); Jonathan and Darlene Edwards—"Jonathan and Darlene Edwards in Paris" (Columbia); Marty Robbins — "El Paso" (Columbia); Harry Belafonte—"Wing Dat Hammer" (RCA Victor); "Let's All Sing With the Chipmunks" (Liberty); Miles Davis-Gil Evans—"Sketches of Spain" (Columbia).

Classical recording award winners included: Rainer—Chicago Symphony—"Bartok: Music for Strings, Percussion and Celesta" (RCA Victor); Leontyne Price—recital (RCA Victor); "Turandot"—Tebaldi, Nillson, Bjoerling, Tozzi, Leinsdorf (RCA Victor); Sir Thomas Beecham—"The Messiah" (RCA Victor); Copland—"Tender Land Suite" (RCA Victor). The Washington recording of the late President Roosevelt —'FDR Speaks" won as the best non-comic vocal record. The best album was that of Capitol's "Latin a la Lee" for which Marvin Schwartz was art director.

Leo's NAB roar

Details of MGM-TV's previously announced plans to release some of its post-'48 feature films to television will be revealed at the NAB Convention in Washington, May 7-10. Plans were made at a three-day conference of MGM-TV sales managers held in New York last week. The motion pictures involved have never been shown on tv.

NT&T FIGHT HANGS

Complex voting system delays election outcome

The annual stockholders meeting of National Theatres & Television, held Tuesday (April 11) in Beverly Hills, Calif., came and went with no immediate determination of the major issue, a fight by a pair of dissident minority stockholders, Leonard Davis and Philip Handsman, for seats on the NT&T board of directors (BROADCASTING, March 27, April 3).

A cumulative voting system—whereby each stockholder has 12 votes for each share and may vote all for one director or may divide any way he chooses among not more than 12 of the 15 nominees—made a count of the ballots impossible at the time, so the meeting was adjourned until Friday afternoon (April 14).

Balloting followed a stormy session of more than two hours when Mr. Davis and other dissatisfied shareholders called for a change of management and especially for the removal of B. Gerald Cantor as board chairman.

Mr. Davis challenged Mr. Cantor, who resigned as NT&T president only a few weeks ago, to answer questions about NT&T activities in recent years, particularly about the company's costly acquisition of National Telefilm Assoc. Mr. Cantor declined the challenge, explaining he will present his answers in court when stockholders' suits against him and other directors come to trial.

Proxy Fight ▪ Messrs. Davis and Handsman have been waging a proxy battle among NT&T stockholders for some weeks.

A third candidate for a seat on the board, Samuel Kurland, Los Angeles attorney, was nominated from the floor. The official NT&T slate included 12 candidates, one for each of the 12 directors, who serve one year. Among the official nominees were Mr. Cantor, Eugene V. Klein, who succeeded him as NT&T president, and Graham L. Sterling, a partner in the Los Angeles law firm, O'Melveny & Myers. Mr. Sterling served as chairman of the meeting.

Mr. Davis

Mr. Klein

In his president's report, Mr. Klein noted that last year's action, which largely separated NT&T from NTA (NT&T still holds 38% of the NTA stock but distributed its other NTA holdings to individual NT&T shareholders), removes the possibility "that NTA would continue to drain your company's earnings." Now "free to concentrate on its basic business: the operation of a chain of motion picture theatres," NT&T in the second quarter of its current fiscal year "moved firmly back into the profit side after a slow first quarter," Mr. Klein reported. Final figures are not yet available, he said, but he estimated that NT&T net earnings will approximate $700,000 for the three months ending March 28, or 25 cents a share, contrasted with the net loss of $1,237,000, or 45 cents a share, for the second quarter a year ago.

CATV Purchases ▪ The acquisition of three community antenna systems was announced at the meeting.

Included in the $2 million transaction were the Bluefield Tv Cable Co., serving Bluefield, Va., and Bluefield, W. Va.; Durfee's Inc., representing six individual systems principally in Man and Logan, W. Va., and Perfect Video Inc., serving Hattiesburg, Miss., and Ferriday, La. The systems serve approximately 14,000 tv homes. Broker was Daniels & Assoc., Denver.

'Expedition Local' winners announced

KABC-TV Los Angeles and KBTV (TV) Denver took First Awards in the "Expedition: Local" contest among ABC affiliates for the best local program supplementing the network's *Expedition* (Tue. 7-7:30 p.m.) under the "Doerfer Plan" (BROADCASTING, March 27).

With eight runners-up, the two stations were scheduled for honors at a Washington luncheon Saturday (April 15) given by the National Council for Social Studies and the Div. of Travel Service of the National Education Assn. Citations were for "distinguished public service to the schools and community."

The winning shows go onto the network June 20 under the title, *Focus on America,* as the *Expedition* summer replacement, running in the two-out-of-three-week pattern.

The NEA and Ralston-Purina Co. sponsored the contest which drew from 611 informational and educational documentary programs produced locally during the season and tying in classwork of more than 8 million students. The local programs were shown every third Tuesday at the *Expedition* hour.

In addition to *Expedition: Los Angeles* and *Expedition: Colorado,* a 17-member jury of educators singled out for honorable mention shows submitted by WABC-TV New York, WBKB (TV) Chicago, KOMO-TV Seattle, WSIX-TV Nashville and KOCO-TV Oklahoma City. Awards of honor went to KGO-TV San Francisco, KTVK (TV) Phoenix and KTVI (TV) St. Louis.

Awards to ABC affiliate managers were presented by Alfred Schneider, vice president for administration of the tv network, and to network-owned station chiefs by Stephen Riddleberger, ABC vice president for owned-and-operated stations.

Film sales...

The Adventures of the Sea Hawk, a new series of 26 half-hour films, was offered for local sale last week by Tv Marketeers Inc., New York, which acquired distribution rights from Wesmor Inc. Filmed in the Caribbean and starring John Howard, *Sea Hawk* marks Tv Marketeers' entry into first-run syndication, according to Wynn Nathan, the company's president. Tv Marketeers, which has a New York office at 41 E. 42nd St., has opened offices at 650 N. Bronson, Hollywood (Hollywood 6-3111), under the direction of Ed Simmel, and in Chicago at 612 N. Michigan Ave. (Michigan 2-7727), with John Rohrs in charge.

Films of the '50's (Seven Arts): Sold

R. C. CRISLER & CO., INC.

Business Brokers Specializing in Television and Radio Stations

4 Offices To Better Serve You . . .

CINCINNATI, O. Paul E. Wagner, Fifth Third Bank Bldg., DUnbar 1-7775

WEST COAST Lincoln Dellar & Co., Santa Barbara, Calif. WOodland 9-0770

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to WCYB-TV Bristol, Va.; KREM-TV Spokane; WCTV (TV) Thomasville, Ga.-Tallahassee; WISC-TV Madison, Wis.; WTVY (TV) Dothan, Ala.; KGW-TV Portland, Ore.; WTVO (TV) Rockford, Ill., and WSLS-TV Roanoke, Va. Now in 70 markets.

Warner Bros. special features (Seven Arts): Sold to WNBQ (TV) Chicago, and WSLS-TV Roanoke.

Four hour-long off-network programs (MCA TV): Sold to WISC-TV Madison, Wis.; WLUK-TV Green Bay; KTNT-TV Tacoma-Seattle; WRGP-TV Chattanooga; WRVA-TV Richmond; KGBT-TV Harlingen, Tex.; WKRG-TV Mobile; WMAZ-TV Macon; WTTV (TV) Bloomington-Indianapolis; KOVR-TV Stockton-Sacramento, and WHIO-TV Dayton. Now in 31 markets.

M-Squad (MCA TV): Sold to KGW-TV Portland, Ore.; KNOE-TV Monroe, La.; WOAI-TV San Antonio; WBNS-TV Columbus, Ohio; KING-TV Seattle; WTVR (TV) Richmond; WTCN-TV Minneapolis; KVOS-TV Bellingham, Wash.; WSM-TV Nashville; KOTA-TV Rapid City; WFBC-TV Greenville, S. C., and WMTW-TV Poland Spring, Me. Now in more than 40 markets.

Screen Gems sales meeting

Foreign representatives of Screen Gems will meet in New York the week of June 25, the first such assembly in the company's history.

SG currently has 50 to 60 series contracted in 52 foreign countries and employs about 100 people in its foreign division. Expected to attend the meeting will be the New York staff, headed by Lloyd Burns, vice president; Steve Kranz, vice president and general manager, SG, Canada; Joe Joel, managing director, Australia; Harold Winston, general manager, Mexico, supervisor of Latin American operations; George Blaug, European sales manager; Alwin Zecha, vice president and general manager, Japan; Relios Alvarez, sales manager, Brazil; Bruce Ledger, director of business affairs, SG, Canada.

New Sterling, Wolper unit

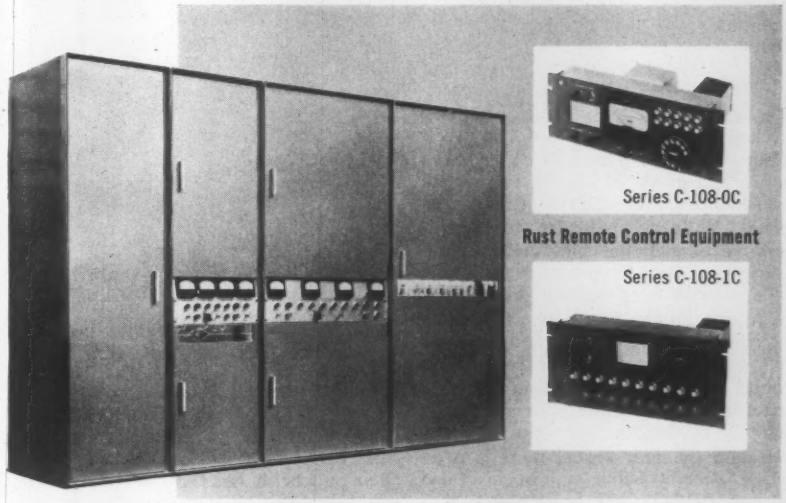
Sterling Television Co., New York, and David Wolper, Los Angeles producer, have formed Fountainhead International to distribute the high-quality film output of Sterling and its satellite operations.

The new unit will headquarter in New York to handle Network-level sales of such properties as the two-part documentary, "Hollywood, the Golden Years," by Wolper-Sterling Productions, which is in the final stages of negotiation with Procter & Gamble for network showing in 60-minute and 90-minute special slots.

GEL

rust

General Electronic Laboratories Announces the Acquisition of Rust Remote Control Systems



Series C-108-0C

Rust Remote Control Equipment

Series C-108-1C

GEL 15KW FM Broadcast Transmitter

The Rust line of Remote Control Systems and the field-proven GEL Multiplexers and 1KW and 15KW FM Transmitters, equipment names that have earned respect for reliability, are now available from a single source . . . General Electronic Laboratories, Inc., of Cambridge, Massachusetts.

See the latest GEL-RUST Equipment at the NAB Convention.

On Display will be:
15KW FM BROADCAST TRANSMITTER
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RUST REMOTE CONTROL EQUIPMENT

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General Electronic Laboratories' equipment has demonstrated trouble-free dependability throughout the country.

Write to Broadcast Sales, Dept. 1, for GEL FM Technical Bulletins and Rust Equipment Information.

GEL

GENERAL ELECTRONIC LABORATORIES, INC.

18 AMES STREET, CAMBRIDGE 42, MASSACHUSETTS

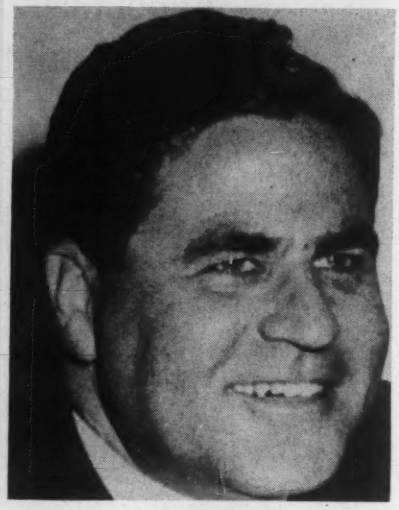
Sterling finds the gold in old film

CUTTING ROOM EDITORS TURN EXTENSIVE LIBRARY INTO TV SHOWS

Saul J. Turell is a man moving uptown, proving one not only can stay alive but prosper in tv on "old film." The president of Sterling Television Co., New York, has added new lines and is getting the uptown fee of $250,000 for a film special. This is in contrast to 10 years ago when Sterling pioneered the "standby film" market with packages of pay-as-you-go shorts for hungry young stations.

Now Sterling has warehoused the shorts and is putting out more spectacular merchandise: *Silents Please,* which checked back into ABC-TV last week (Thur., 10:30-11 p.m. EST) with three sponsors, a group of big-tag tv specials co-produced with David (*Race for Space*) Wolper, a theatre feature, a lucrative educational film division and a string of bread-and-butter tv series.

Six new Wolper-Sterling productions are rolling off the line now. Tidewater Oil (through BBDO) has bought *Race for Space, Parts I and II* to run on around 50 stations beginning in May. Part I will be the same hour sponsored last year by Shulton on some 100 stations and the new sequel hour is *Man Into Space.* Schaefer Beer (also through BBDO) has bought two that are still in production, the *Rafer Johnson Story* and *Story of a Baseball Rookie* (Willie Davis of the Dodgers), both hours, for network showing in May and June. *Hollywood, the Golden Years,* an ambitious two-part documentary, is being considered by a network sponsor, but it has not signed yet.



Sterling's Turell
Prosperity with old film

Part I of this runs 60 minutes and Part II 90. *The Legend of Rudolph Valentino,* 60-minute documentary, goes on for Peter Pan Foundations (through Ben Sackheim Inc.) in 25 markets the week of May 21.

Splices ▪ On his way uptown Mr. Turell has become a film cutter and writer. He has also developed an instinct for teaming with individuals like Mr. Wolper and Paul Killiam, co-writer of *Silents Please,* who has spent his life with old film. Another of the key men is Saul Turell's brother, Norman, who handles a profitable monthly school service, "Screen News Digest," supplying Hearst-Metrotone current events and historical background footage, with businesses underwriting the cost, to boards of education. Another is Broadway producer Jay ("Hatful of Rain") Julian, co-enterpriser with Sterling of a feature, "The Great Chase," being readied now for theatres with shots of silent stars, onrushing locomotives, alligators and other classic shots of the era, now set to music by Larry Adler. This idea was brought in by an ex-CBS producer, Harvey Cort.

Still another satellite in the Sterling system, Brian Decas, alumnus of Goar Mestre's exiled Cuban Broadcast organization, is at work in the Argentine on a television anthology.

Mr. Turell started with home distribution in 1946 and worked out in the cutting room in succeeding years when the company moved into television and education. His cutting has produced best-selling educational films, festival prizes and a good many tv series and documentaries. *Adventure Theatre,* A new package of half-hours, is doing well in this country and Canada, and is a sample of what a cutter can do with good footage from the Library shelf.

Cutting Barrymore, Chaney, Fairbanks and Valentino has been the crowning point for Mr. Turell. He gladly puts in late hours editing them to compete with *Gunsmoke* and others in the newer screen generation.

Sterling and its partners own thous-

A trend to silent films on television?

The old-time silent films will be sounding louder on tv this spring and summer. In addition to the widely-publicized *Silents Please* (see story, above), a new series that blends old-time silent footage with newly-produced sequences, *Funny Manns,* is being syndicated to tv stations by California National Productions Inc., NBC subsidiary. Initial sales on the new "silent" entry are expected to be announced shortly by CNP.

Each episode in *Funny Manns* runs about eight minutes. The introduction of about one and one-half minutes spotlights actor Cliff Norton as m.c. and star. Mr. Norton will play a different character in each episode, such as Ice Mann, Rich Mann, Repair Mann, Law Mann, Milk Mann, Super Mann (and many-more). These characterizations lead in to the silent footage, consisting of old-time films starring such actors as Ben Turpin, Charlie Chase, Oliver Hardy, Andy Clyde, Louise Fazenda, Snub Pollard and a very young Mickey Rooney.

The series is being produced by New Merritt Enterprises in association with California National Productions. New footage is shot at a studio in Greenwich, Conn., and the editing is performed at New Merritt's facilities at 500 Fifth Ave., New York, N. Y. A total of 130 eight-minute episodes are planned, of which 90 already have been produced.

Tv Debut ▪ The series represents New Merritt's initial tv production. The company is headed by E. Roger Muir and Robert (Nick) Nicholson, who serve as producer-director and co-producer of *Funny Manns,* respectively. Both Mr. Muir and Mr. Nicholson were associated with NBC-TV for many years. Mr. Muir, a 15-year veteran of the network, was executive director of children's programming for NBC-TV when he resigned last October. Mr. Nicholson was a composer-arranger, producer and actor for that network for eight years. He composes original live music for each episode of *Funny Manns.*

Messrs. Muir and Nicholson point out that *Funny Manns* is built around a novel concept: the introductory story by Cliff Norton, who is dressed in his occupational uniform or costume of a particular "Mann," creates the atmosphere for the silent footage; it is not the footage that "wags" the introduction.

ands of old movies from the collections of Edison, Biograph, deMille, Griffith and other producers of the era.

Counter Wares ▪ On the syndication side, Sterling some years ago spun off its big free-film distribution arm, Sterling Movies U.S.A., and has since consigned a lot of "downtown" tv packages to the shelves, adding a group of higher mark-up staples. These include 52 *Abbott & Costello* half-hours (They grossed $480,000 after MCA fees), 150 *Chatter the Chimp* 3½-minute cartoons (which did $380,000 worth of business in 11 weeks), the American Machine & Foundry bowling shows, 200 *Captain Sailor Bird* color cartoons of 3½-minutes each (also hot), 78 *Adventure Theatre* half-hours (sold to CBS in Canada and beginning to move in this country), *Time Out For Sports, Crusade in the Pacific,* and *Movie Museum.*

Sterling has been building modestly over the years, as many in the field spiralled from boom to bust. Sterling stock went public in June 1959, offered over the counter at 1. It is hitting around 2 now and creating some interest among investors because of current activity and a potentially favorable profit situation following upon a depreciation record. Earnings in the fiscal year that ends this week are expected to triple those shown in the last annual report.

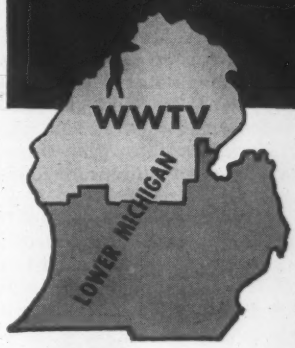
Still, the president prefers to talk about the cutting and writing side of the business. He thought he had a good chance back when he was invited to speak at a 16 mm seminar in the Midwest. The cinema lost out, however, when they got around to telling Mr. Turell his assigned topic: "How to make Money in Television."

The writers on *Funny Manns* are Willie Gilbert and Jack Weinstock, whose credits include *Howdy Doody, Dough Re Mi* and *Space Cadets* in tv, and Bob Hope, Jackie Gleason and Jack Carter in comedy.

New Merritt believes *Funny Manns* is "something different," and will fit into a station's schedule as part of an existing children's program or can be tied together to create a half-hour show. It has been made available for showing in Japan, Italy, France and Germany.

New Merritt hopes to encourage creative talent in all facets of television. Messrs. Nicholson and Muir, as one voice, exclaimed: "There is room for good ideas on television. We promise to listen to everyone. And we promise that everyone will get a fair shake from us."

TOTAL RETAIL SALES IN WWTV-LAND SURPASS THOSE IN 5 ENTIRE STATES!



WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

Families in the Northern Lower Michigan area covered by WWTV, Cadillac-Traverse City, compose a greater retail sales market than you'll find in 5 entire states*.

WWTV is the only medium covering this 36-county area. You'd have to use 13 daily newspapers or 16 radio stations to duplicate WWTV's coverage. WWTV is by all odds the great favorite in this area as proved by its No. 1 position in 433 of 450 quarter hours surveyed, Sunday through Saturday, 8 a.m.-Midnight (NSI, Cadillac-Traverse City—June 6-July 3, 1960).

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**Retail sales in the WWTV area are $809.8 million—more than in N.H., Alaska, Hawaii, Del. or Nev. (Source: SRDS, October 15, 1960)*

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282' TOWER ● CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan
Avery-Knodel, Inc., Exclusive National Representatives

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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Please start my subscription immediately for—

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Send to home address——

* Occupation Required

Court refuses to drop tv quiz perjury cases

A move to dismiss perjury action against 19 tv quiz show contestants was denied last Monday (April 10) by General Sessions Judge Gerald P. Culkin in New York. Criminal informations had been voted against the 19, charging they lied to a grand jury when they denied they received help prior to their appearances on such quiz programs as *Twenty-One* and *Tic Tac Dough*.

Judge Culkin claimed the evidence in the grand jury minutes is sufficient for convictions "if presented to the tryers of the facts, unexplained and uncontradicted." The judge said the grand jury's criminal informations were "constituted for a lawful purpose" derived from the Code of Criminal Procedure. The claim that the grand jury had no basis for questioning a contestant is unsubstantiated, he said.

The trials of Charles Van Doren and several others were scheduled in Special Sessions Court last Monday, but were adjourned to May 8. The charges involve misdemeanors, punishable on conviction by a year in jail and a $500 fine.

Another case, the trial of Peter Tripp, WMGM New York personality charged with accepting payola, is scheduled to be heard today (April 17) in New York Special Sessions Court.

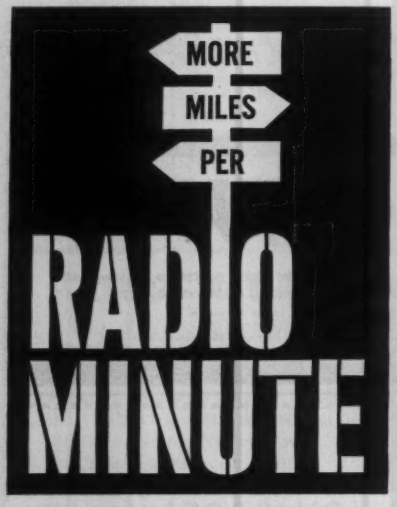
INTERNATIONAL

North West German tv network splits

North West German Television network (NWRV), split up on April 1. The two broadcasting organizations which had established NWRV, Westdeutscher Rundfunk, Cologne, and Norddeutscher Rundfunk, Hamburg, will continue operations separately. NWRV was originally set up to meet a critical finance and program situation during the first years of tv in Germany. The two organizations now have vast program resources of their own and financing is no longer a problem. Norddeutscher Rundfunk as well as Westdeutscher Rundfunk are continuing to contribute programs to daily hookups by all West German stations. The hookups are often joined by Swiss and Austrian broadcasting services and are sometimes joined by Eurovision member stations in other European countries.

In 1958 NWRV registered an annual income of 30 million deutschmarks (DM), according to a report published recently. Within twelve months the sum increased by about 70% to a record high of 53 million DM (about $13 million). Income is derived from set license fees of 5 DM monthly for tv sets and 2 DM for radios.

Regional programs produced by the NWRV member stations in the 1958-1959 fiscal year cost some 7.5 million DM. Other programs are listed with some 12 million DM, during the same period. Investments in equipment, buildings, etc., amounted to some 3.6 million DM, during the fiscal year. The network had a large cash account not committed. Much of the cash and a large share of current income is invested in additional production and transmitting facilities for broadcasting which is expected to start this summer. According to German reports, there is a considerable lack of program material for coming uhf stations. North and West German broadcasting organizations may combine uhf operations in order to fight the shortage. Westdeutscher Rundfunk is so badly in need of new program ideas that there will be a general competition with prizes for new ideas. The competition will be open to everyone, not just professionals. The method is being attacked from some quarters in Germany but it is generally admitted that some new way must be found for an increased supply of programs.



KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.
JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

WRUL offers equipment for UN Latin network

WRUL Scituate, Mass., an international shortwave broadcasting station owned by Metropolitan Broadcasting Co., has offered its transmitters to the UN from 9 a.m. to noon daily for an inter-American tele-communications network.

The offer was made to the United Nations Educational, Scientific & Cultural Organization earlier this month and UNESCO is considering it, Ralf Brent, WRUL president, said last week.

The Latin American UN service would be produced by the UN or the Organization of American States personnel, he said.

Mr. Brent asked the UN to renew its efforts to abolish jamming of international broadcasts as practiced in the Soviet bloc countries. This would establish freedom of the air, and assure freedom of information among peoples, he said. International broadcasting can be used to achieve worldwide literacy and knowledge, he added.

WRUL operates five transmitters and beams daily commercially-sponsored programs to Latin America, western Europe and western Africa from 1:30 p.m. to midnight. Metropolitan bought WRUL from Walter Lemmon and associates last year for $1 million.

German advertisers want more commercial tv time

Existing West German broadcasting organizations should combine efforts and set up a jointly operated uhf television network, according to a commentary published by Markenverband e.V., organization of West German brand-name advertisers. The network should be non-profit and public-institution but it should set aside part of its program time for commercial operations. This is, in essence, the type of operation now used by existing stations in West Germany. Funds derived from commercial time sales are being spent for "cultural purposes" outside the broadcast field.

Financing for the uhf network should come, during the first years, from set license fees collected by the stations. Additional funds should be derived from advertising income of future uhf stations. Markenverband says that the demand for commercial tv time has, up

Canadian ad revenue

National advertising on Canadian broadcasting stations totalled over $28 million during the July-December 1960 period. The figures were reported by Elliott-Haynes Ltd., Toronto, Ont., in the Canadian weekly, *Marketing*. Radio advertising was $9,131,771. Tv advertising hit $19,376,039. Largest national advertising budgets were food and food product companies with $2.6 million in radio and $4.9 million in tv. Drug and toilet good companies were next with $1.4 million in radio and $4.3 million in tv.

to now, been met only at a very low level. More commercial time is needed. Therefore, the coming German uhf network should, right from its start, introduce commercial time segments. If operators of the coming West German uhf network should be unable to handle time sales through its own organization this could be done by companies already active in the field. There are now several contractors in Germany handling time sales for commercial radio and vhf tv time segments. As there are only few minutes of commercial time per day to sell they could easily handle additional accounts in the uhf field.

Abroad in brief . . .

Far-out East ▪ Grant Adv., which has international headquarters at Chicago, has established "the first and only American-owned advertising office in Kuala Lumpur, Federation of Malaya." Will C. Grant, chairman of the board, said the three-year old nation of Malaya is at the center of an upsurge in Far East business. Accounts of the Kuala Lumpur office are Colgate-Palmolive, British-American Tobacco, Nestles, Standard-Vacuum, Vernot Eastern Agencies, Sissons Paints and other national and local advertisers. Dennis Gore is office manager and H. T. Glaze, manager of Grant's Singapore office, heads operations in Malaya.

New office ▪ Paul, Phelan & Perry Ltd., Toronto, Ont., and Montreal, Que., advertising agency, has opened an office in the Paris Bldg., Winnipeg, Man., with Ken E. McCaskill as manager.

Tv ad requirements ▪ The New Zealand Broadcasting Service, Wellington, N. Z., has issued "Requirements for New Zealand Television," a 15 page brochure which describes in detail all aspects of television requirements in that country. Further information can be obtained by writing to New Zealand Broadcasting Service, Windsor Building, Wellington, N. Z.

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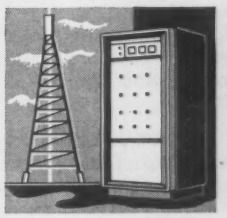
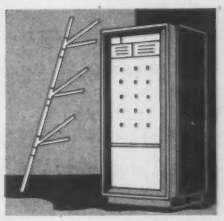
All Powers—250 Watts to 50KW. Dependable High Level Modulation. High Efficiency Circuitry. Automatic recycling. Remote Control, Power Cutback, Conelrad.



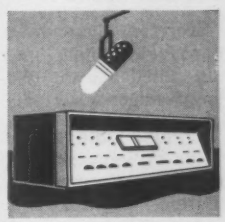
FM

10 Watts to 35KW. Superior Phase Modulator. No Neutralization Controls Required. Modern Long Life Ceramic Tubes. Multiplex and Remote Control.



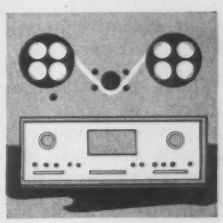
AUDIO

Consoles — Single, Double, Triple Channel; Stereo; Turntables; Transcription Equipment; Amplifiers —Limiting, AGC, Line, Remote and Monitoring; Microphones; Terminal Equipment; Test Equipment.



AUTOMATION

Guaranteed to be the most practical radio automation system ever devised. Designed and manufactured entirely by ITA, Inc.



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"A Complete Broadcasting Service"

BROADCAST ADVERTISING

Mr. Clark

Clinton O. Clark Jr., formerly assistant to president and account executive, Compton Adv., N. Y., joins American Assn. of Advertising Agencies, that city, as senior staff executive. Mr. Clark, who once served with Ewell & Thurber, Toledo, Ohio, will assist Richard L. Scheidker, senior vp, in association's membership, region and council and ethical activities.

Edward J. Schultz, vp for sales, Abitibi Corp., Detroit, American subsidiary of Canadian Abitibi Power & Paper Co. Ltd., and board member of parent company, to Wentzel & Fuge, Chicago advertising agency, as executive vp and general manager.

Anthony Azzato, formerly assistant to chairman of board of National Telefilm Assoc., appointed vp of Swan & Mason, New York advertising agency.

Richard R. Routh Jr., formerly of Airtemp Div., Chrysler Corp., joins Grant Adv., N. Y., as vp and account supervisor on Airtemp Div.

Storrs J. Case, formerly advertising manager of Sun Oil Co., Philadelphia, has joined Martin R. Kliten Co., Los Angeles agency, as account executive.

Samuel Lapenson, former technical editor of industrial publicity and sales promotional material of electric boat division, General Dynamics Corp., Groton, Conn., joins New York office of Ketchum, MacLeod & Grove, as account executive in sales and technical literature department.

David N. Nelson, associate research director of Wade Adv., Chicago, reassigned as account executive. **John L. Dossett** appointed marketing and research manager. He previously served in similar capacity with Dow Chemical Co.

Kenneth L. Robbins named assistant account executive of Johnson & Lewis, San Francisco advertising agency. Mr. Robbins had worked in agency's traffic, media and production departments since 1959 when he joined firm.

Curtis Kent, sales promotion manager, Schick Safety Razor Co., Div. of Eversharp Inc., N. Y., named advertising manager. Mr. Kent, who was previously associated with McKesson & Robbins, that city, prior to joining Shick in 1958, will headquarter in Culver City, Calif.

Theodore W. Schwamb, senior account executive, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, promoted to vp and account supervisor. **Phillip Joanou,** executive vp of Galaxy Adv., named senior account executive, replacing Mr. Schwamb.

George B. Norris, formerly of Lennen & Newell, N. Y., joins Ted Bates & Co., that city, as account supervisor on Brown & Williamson account.

Robert G. Minicus, formerly of J. Walter Thompson, N. Y., joins William Esty Co., that city, as executive in account management for P. Ballantine & Sons.

Richard Turnbull appointed senior vp of American Assn. of Advertising Agencies. Mr. Turnbull, who previously was vp, has been member of AAAA staff for 35 years. He will continue in charge of association's work on agency administration, agency personnel and print production.

H. Victor Hollingshead, formerly of Grant Adv., Detroit, joins Geyer, Morey, Madden & Ballard, that city, as associate media director. Mr. Hollingshead, who was media director at Grant, was with that firm for eight years.

Bert Landon, formerly director of pr, International Latex Corp., N. Y., joins Ben Sackheim, that city, heading new pr division.

Cliff Blackburn joins Tracy-Locke Adv., Dallas, as copywriter.

THE MEDIA

Mr. Shepard

Richard C. Shepard named station manager of WGR Buffalo. He replaces **William P. Dix,** resigned. Mr. Shepard had been general manager of WHAM Rochester, N. Y., and previous to that was director of radio and tv for the Rumrill Co., upper New York State advertising agency.

Maynard R. Ashworth, publisher of *Columbus* (Ga.) *Ledger - Enquirer,* elected president, R. W. Page Corp. (parent organization of WRBL-AM-FM-TV, that city). Mr. Ashworth is also secretary and treasurer of Columbus Broadcasting Co., operator of outlet, which is 51% owned by Page Corp.

Henry S. Hovland named vp and general manager of WBEC Pittsfield, Mass. Mr. Hovland has been New York associate of Paul H. Chapman Co. media brokers, and prior to that was affiliated with WTBO Cumberland, Md.; WKYR Keyser, W. Va.; and WHO-AM-TV Des Moines, Iowa.

Mr. Firman

William W. Firman, former eastern sales manager, CBS Radio, named assistant general sales manager, effective May 15. **Cornelius V. S. (Neil) Knox,** who has been sales manager, CBS Radio, Detroit, succeeds Mr. Firman in eastern division. **Wayne Wilcox,** account executive, Detroit, becomes sales manager of that bureau. In other changes, **George H. Gallup,** New York account executive, moves to Los Angeles as Pacific coast sales manager, and **Craig Rogers,** who was head of Los Angeles office, assumes similar post on New York staff.

Frank V. Dellett, treasurer for west coast operations, NBC, has resigned.

Richard H. Schutte, formerly of Robert E. Eastman Co., joins Metropolitan Broadcasting Corp., as western radio sales manager.

Robert Keefe, vp of NBC Spot Sales, elected president of Assn. of Broadcasting Executives of Texas. Others elected: vp—**Jack Rogers,** WBAP-TV Fort Worth; secretary—**Dean Hulse,** Dallas office of Grant Adv.; treasurer—**Clif Blackmon,** advertising manager, First National Bank of Dallas. New board of directors: **John Butler,** KIXL Dallas; **W. C. Woody,** WFAA Dallas; **Curly Broyles,** WBAP-TV; **Al Levine,** WFAA-TV; **Lew Ground,** Couchman Adv.; **Sheldon Kaplan,** Rogers & Smith; **Jess Green,** Sessions Co.; **John Simmons,** Dr. Pepper; **Dave Rutledge,** The Katz Agency; **Andy Peranni,** Clarke-Brown; **Tim Carroll,** *Tv Guide.*

James A. Jordan, formerly commercial manager of KYA San Francisco, to WIND Chicago as account executive. **Jerry Udwin,** formerly with WRRR Rockford, and WAAP Peoria, both Illinois, to WIND as news reporter.

Franklin H. Small appointed assistant general manager of WAVI Dayton, Ohio. He had been sales manager of WIL St. Louis.

Courtney M. Kirkeeng, general manager of Columbia TV, community antenna system in Kennewick and Pasco, Wash., named pr and promotion manager for Antennavision Inc., Phoenix, Ariz., operator of 21 western city systems.

Burke W. Ormsby, program director of KOGO-TV (formerly KFSD-TV) San Diego, Calif., also assumes duties of promotion manager. **Tom Battista,** floorman in production department, has been promoted to director, with **Norman Berg** assuming floorman post.

Amvets winners receiving helmets

Winners of top achievement awards of AMVETS seen at 4th annual awards luncheon, held in Washington April 8, 1961, where they received replicas of WW II GI helmets, symbolic of their achievement. From l to r **LeRoy Collins,** president of NAB who won Americanism award; **Leo A. Hoegh,** former director of civilian defense who received Defense award; **Bob Hope** who won Special Silver Helmet for entertaining troops abroad; Sen. **Ed Muskie** (D) of Maine, the toastmaster; and National Commander **Harold Russell** of AMVETS. Seated is **Dwight Guilfoil** of Chicago who won Rehabilitation award. Not pictured is **Henry Cabot Lodge** who won World Peace award.

George B. Faulder appointed commercial manager of KCUL Fort Worth, Tex.

Lee E. Franks, program director, WUFT (TV) (etv station) Gainesville, Fla., joins National Educational Television & Radio Center, N. Y., as assistant director of station relations. Mr. Franks, who has been program director at WUFT (TV) since 1957, also holds academic rank of assistant professor of communications, School of Journalism Communications, U. of Florida, Gainesville.

Kenneth E. Thomas rejoins Kansas State U. staff as head of department of extension radio and tv, and director of KSAC Manhattan, Kan. Mr. Thomas had been on leave since September 1959, for advanced study at U. of Wisconsin.

Maxwell S. Roth, production director for WSAZ-TV Huntington, W. Va., appointed program director.

Hugh Brown named program director of WDXB Chattanooga, Tenn. Mr. Brown had been previously in similar capacity with WMPS Memphis.

Dick Ward, former air personality, producer and account executive of WNHC New Haven, Conn., named program and production director of WATS Sayre, Pa.

Howard A. (Humpy) Wheeler Jr. appointed publicity director of WBTV (TV) Charlotte, N. C. He had been serving as promotion copy editor.

Art Knight and **Harry West** named assistant program directors of WARM Scranton, Pa. Mr. Knight will head production department, while Mr. West will direct news department.

J. Weddell Kerr, advertising manager of WFRO Fremont, Ohio., resigns.

J. Bronson Ross, formerly of Universal Publicizers of Chicago, joins sales staff of WGR Buffalo.

Bob Allard joins news staff of KMSP-TV Minneapolis-St. Paul. **Paul Sevareid,** former newscaster, resigns to devote more time to his pr activities.

Bob Miller, former staff announcer with WBVP Beaver Falls, Pa., to WOHI East Liverpool, Ohio, news staff.

Reed Pollock named to news department of KIDD Monterey, Calif.

John H. Carmon joins news staff of WMAK Nashville.

THE SOUND OF GOOD MUSIC

MUSIC

all day long to suit every mood of the day. Freedom from weird sounds . . . freedom from gimmicks . . . just wonderful entertainment.

NEWS

More newscasts per day than any other local station. *Local news gathering* as well as reporting. National and international coverage all through the day from NBC's excellent staff.

PERSONALITIES

that are well-known and welcome in every home . . . selected to suit the program . . . and backed by vigorous promotion.

NETWORK

Monitor for the week-end, plus NBC's on the spot coverage of events when they happen—where they happen.

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer

THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC

Crosley Broadcasting elects three new vps

Babcock Bartlett Gray

Crosley Broadcasting Corp. has announced following changes at board of directors meting held March 30. **John B. Babcock,** vp-general manager of WLWI (TV) Indianapolis; **Walter Bartlett,** vp-general manager of WLWC (TV) Columbus; and **George J. Gray,** vp-general manager WLWD (TV) Dayton, elected vps. Mr. Babcock joined Crosley Broadcasting in 1949 as assistant farm program director of WLW Cincinnati, and was named farm program director in 1952. He served in pr and sales capacities with Avco's new idea division in 1951 and 1953-54, and in 1955 was appointed director of Crosley's town and country division. He was named assistant general program manager for Crosley in 1956, and appointed general manager of WLWI (TV) Indianapolis, in 1957. Mr. Bartlett was appointed general manager of WLWC (TV) in July 1960 following death of James Leonard. He had returned to station as sales manager in 1958 from *Indianapolis Times,* where he had been since 1955. He also had been sales executive of station from 1953 to 1955. Mr. Gray became national sales representative of WLWD (TV) in 1954 and following year was named general sales manager of that station. He was named general sales manager of WLW Cincinnati, in 1956 and on May 1, 1957 became general manager of WLWD (TV) Dayton.

Ronald R. Wren appointed manager of advertising and promotion of KGO San Francisco. He previously served as publicist of KGO-AM-TV.

"The Giant of Southern Skies"

GIANT MARKET IN THE SOUTHEAST

2.1 million People
$2.8 billion Incomes
$1.8 billion Retail Sales

Compare it with Birmingham, Miami, and New Orleans, "The Giant's"

GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

Contact us or our Reps. for facts, availabilities and assistance

sold by AVERY-KNODEL

NBC
CHANNEL 4
WFBC-TV
GREENVILLE, S. C.

Bobbie Morris, formerly with Videotape Productions, New York, and McCann-Erickson, joins KTTV (TV) Los Angeles in commercial tape productions department as productions assistant.

Jerry Leshner and **Irene Kreachbaum** to WBNS-TV Columbus, Ohio, as promotion assistant and sales traffic manager, respectively. Mrs. Leshner was previously associated with *TV Guide* magazine in Cincinnati and Los Angeles, serving as west coast network contact in latter city. Mrs. Kreachbaum, served as traffic manager for WTRF-TV Wheeling, W. Va.

Herbert Mendelsohn, formerly account executive, WINS New York, joins WABC, that city, as sales manager. Mr. Mendelsohn, who was with WINS for five years, also served as sales manager for Hart Publishing Co.

Don Hedges named sales manager of KISN Portland, Ore.

Bob Cox joins KDWB St. Paul, sales department, after almost four years as account executive and air personality with WDGY Minneapolis, both Minnesota.

Marilyn Ginsburg, from merchandising department of Anderson-McConnell Adv. Agency, L. A., to KPFK (FM), that city, as pr director of subscriber-supported noncommercial station.

Marty Hull and **Roger Nelson** join sales staff of WCAR Detroit.

John W. Almburg, former market reporter on WGN Chicago, named assistant farm service director for WGN-AM-TV, that city.

William Zollman joins KDLS Perry, Iowa, as farm director.

Bill Jorgensen, WERE Cleveland news director and newsman **Michael Prelee,** resign to join KYW-TV, that city.

Wayne Vann, formerly sales manager of KTKT Tucson, to KXIV Phoenix, both Arizona, as news director.

John Paul Huddleston, formerly KSON San Diego, news director, joins KFWB Los Angeles, news staff.

Darla Wood named weather forecaster for KEYC-TV Mankato, Minn.

Buck Matthews, weatherman with WILX-TV Onondoga, to WOOD-TV Grand Rapids, both Michigan, in similar capacity.

Jim Leaming, veteran sportscaster, joins WRCV-TV Philadelphia. He had previously served with WIP, that city.

Robert C. Smith, sports director of WRVA Richmond, Va. resigns to become assistant editor in charge of radio and tv for Florida State Agricultural Extension Service at U. of Florida in Gainesville. **Frank Messer,** who joined station last December, has been named to replice Mr. Smith. **John S. Harmon Jr.** joins sports staff.

Video's space authority

Martin Caidin, author of 26 books and more than 1,000 articles on aviation and astronautics, joins WNEW-TV New York, as station's "space age authority." Mr. Caidin will cover space development reports and give daily interpretative commentary on space activities.

Banker Dorsey Hepler Herford Nellis Petry Seamans Socolow

Eight newsmen appointed CBS Foundation News Fellows for 1961-62, according to Ralph F. Colin, president, CBS Foundation Inc., N. Y. Fellowships, which provide year of discussion and study at Columbia U. and average about $8,000 apiece, are designed to increase "understanding of the potentialities of radio and television as media for news programming." The winners are Stephen Banker, news writer, WCBS New York; Thomas W. Dorsey, news reporter and editor, WBNS Columbus, Ohio; Morris K. Hepler, news reporter, editor and producer, WWL-TV New Orleans; Peter M. Herford, news director, KTVA-FM-TV Anchorage, Alaska; David G. Nellis, assistant professor, radio-TV-film department, U. of Miami, Fla.; Thomas B. Petry, production manager, writer, producer, WQED (TV) Pittsburgh; William Seamans, news editor, CBS-TV News, N. Y., and Sanford Socolow, news writer and assistant to executive producer of *Eyewitness to History*, CBS News, N. Y. Appointments were made last week.

Matt Cooney, formerly staff announcer of WIKE Newport, Vt., to WFGA-TV Jacksonville, Fla., sports staff replacing **Warren Croke,** who has transferred to news department, that station, as news reporter.

Mike Boyd, formerly of KOMO-TV Seattle, joins WMTW-TV Poland Spring, Me., announcing staff.

Ken Knight named air personality for WMAK Nashville, Tenn. He was previously with WGGH Marion, Ill.

Dan Daniel, air personality on WDGY Minneapolis, resigned April 10 to join Olson/National Importing & Distributing Corp., that city.

John Gee, formerly air personality at WJUD St. Johns, and WJIM Lansing, both Michigan, to staff announcer at WKFM (FM) Chicago.

PROGRAMMING

William F. Wallace, executive vp of International Video Tape Recording & Production, has been elected president, succeeding **Robert Brandt,** who is also president of Brandt & Co., Los Angeles brokerage firm. **Richard M. Rosenbloom,** director of program production for ITV, has been elected vp. **Don Patton,** sales service manager of CBS-TV productions sales, has joined ITV as coordinator of production sales.

Murray Oken, former western division manager, Trans-Lux Television Corp., transfers to N. Y. as eastern division manager.

Charles Russell named producer on MGM TV's new *Cain's Hundred* series. **Paul Monash,** creator of dramatic series is executive producer. **David Victor** appointed associate producer on new *Dr. Kildare* series. He will begin immediately, working with executive producer Norman Felton and producer Herbert Hirschman.

Charles A. Nichols, director-animator for 26 years with Walt Disney Studios, to Hanna-Barbera Productions, Hollywood, as director of various tv cartoon series.

Ed Edell, tv actor, has joined Wolper-Sterling Productions, N. Y., and Hollywood, as unit manager for *Biography of a Rookie* and *Project: Man in Space.* **Art Swerdloff,** tv director, has been named film editor for *Rookie.* **Mel Shapiro** will be in charge of sound effects and special editing on *Man in Space.*

Howard Browne, veteran writer for magazines and tv, named executive story consultant to 20th Century-Fox Television.

David Bloom, director of Republic Corp's Hollywood tv service division's, syndicated sales operations, promoted to general sales manager, that division.

Donald A. Benjamin, formerly assistant to advertising, sales promotion manager, WBZ-TV Boston, joins Association Films, N. Y., as assistant advertising and promotion director.

EQUIPMENT & ENGINEERING

Mr. Merrill

Grayson Merrill elected to new corporate post of vp-electronics of Harris-Intertype, Cleveland. Mr. Merrill, who will have corporate responsibility for company's two electronics divisions, PDR Electronics, Brooklyn, and Gates Radio, Quincy, Ill., producers of microwave and broadcasting equipment respectively, resigned as general manager of Astrionics (space electronics) Division of Fairchild Engine & Airplane Corp., N. Y.

Arthur J. Seiler, president, Alloy Surfaces Co., Wilmington, Del., elected vp and director of Reeves Soundcraft Corp., Danbury, Conn., which recently acquired Alloy Surfaces.

Herbert J. Hannam named to newly

$ MUSIC THAT MAKES MONEY

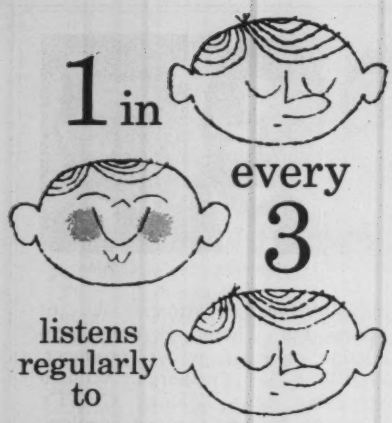
It's taped "motivational" background music by Magne-Tronics—for station transmission to restaurants . . . supermarkets . . . hotels . . . industrial plants . . . offices . . . etc.

This valuable, income-producing asset fits ideally into station operations—in markets large and small. Perfected for FM Multiplexing and/or wired line transmission.

Exclusive franchises still available. Send for details.

Magne-Tronics, INC.

"motivational" music that makes money/ 49 West 45th Street, New York 36



KPOL

AM1540 • FM93.9
LOS ANGELES

Round-the-clock musical and news programming with commercials only on the quarter hour, is reflected in the high cumulative Pulse audience of 30.8% (February, 1960). Phone WEbster 8-2345, for the facts.

REPRESENTED BY PAUL H. RAYMER CO.

WCSH

SEVEN IN A ROW

For the seventh straight year the surveys* have proved the leadership of WCSH-TV in the 13 county Portland market.

**ARB, Nielsen, November 1960*

WCSH-TV delivers the Portland market with over one billion dollars in spendable income and over nine hundred million in retail sales.

WCSH-TV . . . Your best buy north of Boston.

WCSH-TV
6 NBC for PORTLAND MAINE

Remember, a matching spot schedule on WLBZ-TV in Bangor saves 5%.

created post of manager of indicator and pick-up device engineering, General Electric Co., Syracuse, N. Y.

John A. Larson, advertising manager of consumer products division of Ampex Audio Co., to Vega Electronics Corp., Cupertino, Calif., in similar capacity.

Mr. Voorhis

George B. Voorhis Jr. appointed general sales manager of Prodelin Inc., Kearny, N. J., leading designers and manufacturers of antennas and transmission line systems. Mr. Voorhis was promoted to new position from that of New York-New England area district sales manager.

George F. Houlroyd, formerly plant manager of Foto-Video Electronics, Cedar Grove, N. J., elected vp-manufacturing.

ALLIED FIELDS

James G. Paltridge, founder-manager of KFAX San Francisco, appointed statewide coordinator of educational tv for U. of California. He succeeds **E. G. Sherburne Jr,** who joined staff of American Assn. for Advancement of Science in Washington, D. C.

William S. Green appointed junior partner in Pierson, Ball & Dowd, Washington communications law firm. Mr. Green, who joined firm in 1953, is graduate of Yale law school. **Ralph L. Walker** retires from active practice of law, and **Peter D. O'Connell, John McD. Corn** and **Robert A. Levetown** join firm. Messrs. O'Connell and Corn are graduates of U. of Georgetown law school, while Mr. Levetown graduated from Yale. Mr. Corn was in private practice in Columbus, Ohio, for five years before joining Washington firm.

Leo Kovner, publicist at KTLA (TV) Los Angeles and reporter for BROADCASTING and other trade papers, joins public information staff of Tuberculosis & Health Assn. of Los Angeles County as radio-tv associate.

INTERNATIONAL

John D. Bradley, former president of Bradley, Venning, Hilton & Atherton Ltd., Toronto, advertising agency, to vp of Ardiel Adv. Agency Ltd., that city.

Lloyd Wright appointed creative commercial supervisor of CFPL London, Ont.

J. Ray Peters, commercial manager of CHCH-TV Hamilton, Ont., to general manager of CHAN-TV Vancouver, B. C., replacing **Art Jones,** president of station.

Mel Watson, formerly of KVOS-TV Bellingham, Wash., to senior sales representative of English tv network of CBC at Toronto.

Richard A. Cutler, Canadian representative of Romper Room Inc., and before that with CKBB and CKVR-TV Barrie, Ont., to Ontario and Atlantic provinces sales representative of Screen Gems (Canada) Ltd., Toronto.

William Lowry named sales manager of CBLT (TV) Toronto. **George Sprachlin,** formerly of CHCH-TV Hamilton, Ont., to sales representative of CBLT (TV) Toronto.

DEATHS

Paul Walker Long Sr., 64, former owner of WSAZ-AM-TV Huntington, W. Va., and former president and board chairman of Huntington Publishing Co., died April 9, in Huntington.

Lou H. Gerard, 46, director of pr, Trans-Lux Corp., N. Y., tv film distributor, died at home in Englewood, N. J., March 31.

Mr. O'Neill

John E. O'Neill, founder-president of KJEO (TV) Fresno, Calif., died of heart attack April 10 in Palm Springs. Sale of KJEO to Shasta Telecasting Corp., Redding, Calif., for $3 million is highest price ever paid for uhf station. Sale has been pending FCC approval for two months. Mr. O'Neill also held permit for KTRB-TV Modesto, Calif., which never went on air.

William S. Cherry Jr., 56, chairman of board of Cherry Broadcasting Co. (WDBO-AM-FM-TV) Orlando) died April 13, at Miami Beach. Mr. Cherry was president and principal stockholder of WNEW New York from February, 1950 to April, 1954. He formed Cherry & Webb Broadcasting Co. in Providence, R. I., in 1931. Company owned and operated WPRO-AM-FM-TV, that city, before selling to Capital Cities Broadcasting Corp. in April, 1959. He also was principal in Cherry & Webb Co. operating retail stores in five New England states.

Bertram O. Wissman, 50, one-time chief clerk of Senate Commerce Committee and acknowledged author of 1956 report by Sen. John W. Bricker (R-Ohio) on "The Network Monopoly," died of lung cancer last week in Washington. Mr. Wissman, former newspaper reporter and pr specialist, served as chief clerk of Senate committee from 1953 to 1955, and as assistant clerk from 1955 to 1959. He also was member of professional staff of Senate Republican Policy Committee.

ABC-TV stars and cherry blossoms in D.C.

Washington, D.C., had almost as many ABC-TV stars as cherry blossoms during its annual Cherry Blossom Festival. On hand, through efforts of WMAL-TV, were six stars from five ABC-TV shows. Dick Clark of *American Bandstand* was grand marshal of the festival's parade. Also in the parade were Horace McMahon and Paul Burke of *Naked City;* Connie Stevens of *Hawaiian Eye;* Louis Quinn of *77 Sunset Strip;* and Gardner McKay of *Adventures in Paradise* (shown above with the festival's queen during her coronation).

RAB's furniture kit

Radio Advertising Bureau, New York, has prepared new selling tools for member stations to help move more of the nation's 29,000 furniture dealers into local radio advertising. The $5 billion retail furniture industry is already ranked by RAB as a leading product category in radio spending, but a drive is underway to swell the amount.

The new RAB effort includes advice on how to write "exciting, hard-selling" radio commercial copy for a visual product—furniture. RAB's station kits also contain a new service called "Radio Copy Calendar for Furniture," which offers a running month-by-month analysis of selling and marketing trends in the furniture industry.

KEWB to the rescue

When a San Francisco night club was raided because it permitted minors to sit in a roped-off area and listen to jazz, KEWB, that city, came to the rescue. The station, in cooperation with a local hi-fi show, arranged for Dixieland classicist Muggsy Spanier to play a free concert at the Cow Palace, and offered free tickets in a two-day promotion. Over 2,200 requests were filled. Result: many new teenage friends for KEWB.

WQXR's silver anniversary

WQXR-AM-FM New York is inviting listeners to participate in its 25th anniversary celebration via a write-in contest offering 281 prizes valued at $12,185. Contestants are asked to tell, in 50 words or less, why they enjoy listening to the station which features classical music. First prize is an all-expense-paid three-week trip by air for two to four European music centers—London, Vienna, Paris and Milan. Other prizes include stereophonic and high fidelity equipment, season tickets to the New York Philharmonic concerts and the Metropolitan Opera, radios, and record albums. The *New York Times* owned and operated station is promoting the contest with large-size ads in three New York newspapers and with daily on-the-air announcements. The contest began last week and runs through May 25.

Texas-style April Fool

KONO San Antonio staged an April Fool's promotion causing much furor and many-a-Texan to reach for his six gun. Quite simply, KONO used the shock treatment—on-the-air firing of seven personalities by Jack Roth, KONO's general manager.

Almost every hour during the broadcast day, a KONO personality got the axe, to the wrath of countless listeners who wrote, called and threatened Mr. Roth with everything imaginable—even lynching. To add to the confusion, similar chaos was taking place at KNUZ Houston. Needless to say, the two stations had pre-arranged an exchange of personnel which added to the confusion.

When the wild weekend had passed and normalcy was restored, KONO reported that all was well and good; and strangely enough that the promotion had been a success.

KFWB's bill paying service

Los Angeles citizens with unpaid gas, water, electric, telephone or other household bills are finding a chance for partial relief. All they have to do is send a postcard to Bill Ballance, KFWB Hollywood, with their name, address and phone number, plus the kind and amount of the bill they want paid. Each morning, starting May 1 on his 6-9 a.m. show, Mr. Ballance will dip into his hat and pull out a number of cards from people who "prefer to bill Ballance." According to KFWB, "He will pay those bills." The new gimmick was announced at a news conference held in the vault of the Bank of America's Hollywood branch, where newsmen received boutonnieres whose cores were dollar bills and participated in a demonstration in which a few lucky ones had their own bills paid.

Put radio on the map

KFBB Great Falls, Montana, literally is trying to put radio on the map in that state. Feeling that the importance of radio to the motorist virtually is limitless, KFBB thinks that call letters and location of each of the state's radio stations should be included on all future highway maps and road signs. And it has made the pitch editorially.

So far, nothing has resulted but KFBB is making many friends in Mon-

Fred Flintstone's personal appearance tour

WBKB (TV) Chicago viewers can be excused for any hallucinations suffered last week by the sight of a life-sized version of Fred Flintstone. He really was there.

A promotional gimmick devised by Screen Gems for its popular *The Flintstones* (ABC-TV, 8:30-9:00 p.m., NYT), the life-sized Fred Flintstone made his television premiere on the *Marty Faye Show* where he was interviewed. Later he visited other WBKB kiddie shows.

Technical details: Fred weighs 300 pounds, stands five-feet high, wears a genuine synthetic bearskin jacket, moves his arms and mouth and is internally equipped with motors and a tape recorder. Now he's off on a personal appearance tour —rather he's being shipped in his crate to another ABC affiliate.

tana's broadcast industry and is even getting some to join its bandwagon.

Miami's 'Heartbeat Hop'

Four radio and three television stations in Miami last month joined hands to promote their second annual "Heartbeat Hop." A number of recording artists joined in the affair which produced $2,700 for the greater Miami Heart Assn. Stations participating were WQAM, WCKR, WINZ, WAME, WTVJ (TV), WCKT (TV) and WPST-TV.

Drumbeats...

KGO-TV sales pitch ▪ KGO-TV San Francisco is making what it describes as an unusual sales pitch to east coast agencies. Russ Coughlan, the station's sales manager, is passing out "San Francisco—My Enchanted City," long playing record albums in hopes of winning new advertisers for KGO-TV and new friends for the city. The records were made possible by the San Francisco Chamber of Commerce which usually presents them to visiting dignitaries.

Egg hunt ▪ Nearly 3,000 Manchester, N. H., residents spent their Easter Sunday morning searching the streets, parks and alleys of the city for WKBR Easter Eggs in the station's third annual hunt. Equipped with portable radio's, they tracked down clues broadcast by WKBR, indicating the location of 21 plastic Easter Eggs the station had hidden. Prizes provided by station sponsors included clothing, shoes, free dry cleaning, a transistor radio and $50 donated by WKBR. In addition, each egg contained a silver dollar.

Fm campaign ▪ Blazing yellow-and-black bumper strips shouting "Vote YES on FM"—30,000 of them—were given to visitors at the Los Angeles Hi-Fi Show (April 5-9) to kick off a major promotion campaign sponsored by the Fm Broadcasting Assn. of Southern California, which calls for the distribution of hundreds of thousands of the bumper banners, offered free via announcements by all fm stations in the area, and the awarding of $10,000 worth of prizes (fm and hi-fi sets and equipment) to motorists selected at random. The only requirement is that the winner have an fm banner on his rear bumper.

Redhead promotion ▪ KABC Los Angeles has a weak spot for redheads—thus SCAPR (Society for the Care and Preservation of Redheads). In announcing the founding of the organization, Red (naturally) McIlvaine, its president, a d.j. on KABC, said membership cards will be issued to all redheads who write in. There are no dues or fees. A drive is on to bolster the roster with such renowned redheads as Red Skelton, Red Buttons, Red Grange, Red Barbour and others.

Big pitch ▪ Arcade Adv. Agency Chattanooga, bought a movie show on WTVC (TV) Chattanooga earlier this month to tell about advertising and itself. The agency used seven commercials to introduce clients and show operations at home and in two Florida branches. Gaines P. Campbell Jr., president of Arcade, explained, "We don't expect to be bombarded with business immediately but know that recall factors of such a performance will greatly aid in future presentations and client proposals." Pat Bradley, Arcade vice president, appeared live and on film, showing a typical agency day in scenes shot at slow speed and projected at normal. Arcade has some 30 clients, including oil, bread, clothes, boat, insurance and cola companies.

Caption kit ▪ ABC-TV's sales development department has included in its presentation for *Silents Please* a do-it-yourself caption kit consisting of stills from the dramas and comedies represented in the series. Extra promotional mileage is expected to be gained from individuals who post on office walls their own interpretations of the movie scenes. The series of specially edited half-hour films of silent screen classics returned to the network on March 23 (Thur., 10:30-11 p.m. EST).

Good reviews ▪ WNTA-TV New York-Newark, N.J., sifted more than 500 reviews of *The Play of the Week* production of "The Iceman Cometh" done in two parts last November. The winner, a graduate student at Columbia U., New York, competed with other

college students to write "the most interesting review" of the televised play for a $500 prize. A second prize of $100 was awarded and three other contestants got original *Play of the Week* cartoon art. Judges were Ted Cott, executive vice president of WNTA-TV; Joe Liss, script editor for the *Play*, and Henry S. White, vice president of WNTA-TV.

D.j. spins at walkout ▪ Unaware of a plot to keep him on the air until listeners pledged $1,000 to the Easter Seal campaign, Ron Roberts, d.j. at WOLF Syracuse, N.Y., started his regular announcing shift at 6 p.m., April 3. His relief man did not appear as scheduled at 7 p.m., nor did other personalities show up for assigned duty at midnight and at 6 a.m. the following day. Finally, at 7:15 a.m., one of the d.j.'s called to inform Mr. Roberts that he would not be released from duty until listeners had put up $1,000 "bail." Continuing without sleep, Mr. Roberts won his "parole" at 7:21 p.m., April 4, and the Easter Seal fund was $1,052 richer.

Big sweepstakes ▪ WNDU-TV South Bend, Ind., conducted a sweepstakes contest from which 53,000 entries were received, described by the station as overwhelming. So great was the promotion that WNDU-TV was short-staffed—and of all things couldn't find a barrel large enough to hold all the entries. But in the end happiness prevailed. The winner, a South Bend woman, received an all-expenses paid trip to Europe while 50 others received smaller prizes.

Mad money ▪ Portland, Me., citizens recently spent mad money like mad at the WGAN Mad Money Karnival and Auction. During February and March the station distributed over $2 million in play money to its listeners through Portland merchants, and on April 5, 15,000 people won stuffed animals, canes, dolls and Hawaiian leis at the Karnival—all without spending a cent of real money.

Pirate of the week ▪ KDKA Pittsburgh, which broadcasts the games of the World Champion Pirates, has engaged a number of the ball players in a Pirate of the Week promotion. Listeners are asked to identify the Pirate (from short rhymes actually spoken by the player) and write a 25-word statement why they would like to spend a weekend at the Pittsburgh-Hilton Hotel—the prize (along with four Pirate ball game tickets).

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING: April 6 through April 12. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

ACTIONS

WJCT (TV) Educational Television Inc., Jacksonville, Fla.—Granted mod. of licenses to change name to Community Television Inc. Action April 10.

WXYZ-TV Detroit, Mich.—Granted authority to transmit hockey games between Detroit Redwings and Chicago Black Hawks on April 8, 12, and 16 to CLBT (TV) Toronto, Ontario, Canada and other Canadian stations owned by Canadian Bcstg. Corp. Action April 10.

KSWS-TV Roswell, N. Mex.—Granted cp to install new auxiliary trans. and ant. system (aux. trans. & ant.) Action April 10.

WDAU-TV Scranton, Pa.—Granted cp to maintain main trans. and ant. as auxiliary facilities at main trans. site. Action April 7.

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completion dates as shown:—KUSU-TV Logan, Utah to October 12. (Action April 7). KBMT (TV) Beaumont, Tex. (Action April 10). WEGA-TV Savannah, Ga. to October 11.

New am stations

ACTIONS

Ukiah, Calif.—Ukiah Radio. Granted 1300 kc, 5 kw, DA, D. engineering conditions. P.O. address 701 9th St., Crescent City, Calif. Estimated construction cost $25,100, first year operating cost $54,000, revenue $66,000. Applicants are **Joseph F. Sheridan** and **Norman R. Oberst**, equal partners. Mr. Sheridan is owner of KURY Brookings, Ore., where Mr. Oberst is manager. Action April 12.

Watseka, Ill.—Iroquois County Bcstg. Co. Granted 1360 kc, 1 kw D. engineering conditions. P.O. address c/o Richard A. Martin, Watseka, Ill. Estimated construction cost $29,885, first year operating cost $36,000, revenue $48,000. Principal applicants are **Donald J. Ruth, Richard A. Martin** and **Samuel L. Martin.** Mr. Ruth is in coal and lumber business. Mr. Samuel L. Martin is in banking. Mr. Richard A. Martin is also in coal and lumber. Action April 12.

Corbin, Ky.—Tri-County Bcstg. Co. Granted 1330 kc, 5 kw D. engineering conditions. P.O. address c/o Beckham Garland, Barbourville, Ky. Estimated construction cost $47,606. first year operating cost $34,382, revenue $48,500. Applicants are **Beckham Garland, Floyd Sowders** and **Clarence T. Sams,** 33⅓% each. Mr. Garland is retail store owner. Mr. Sowders is restaurant owner. Mr. Sams is in construction business. Action April 12.

Shepherd of the Hills Bcstg. Co., Bolivar, Mo.—Granted cp for new am station to operate on 1550 kc, 250 w, D. Chmn. Minow and Comr. Bartley dissented. Action April 12.

Luray, Va.—Page County Bcstrs. Granted 1590 kc, 1 kw D. engineering conditions. P.O. address Luray, Va. Estimated construction cost $26,241. first year operating cost $35,600, revenue $48,000. Applicant is **James R. Reese Jr.** Mr. Reese is owner of WCFV Clifton Forge, Va., and has 60% interest in WCBG Chambersburg, Pa. Action April 12.

APPLICATIONS

Kaukauna, Wis. Fox River Communications Inc.—1050 kc; 1 kw. P.O. address Box 29, Wausau, Wis. Estimated construction cost $49,359, first year operating cost $50,000, revenue $60,000. Principals are **John C. Sturtevant** (10%) and Wisconsin Valley Television Corp. (30%). Wisconsin Valley is owned by Record-Herald Co. Mr. Sturtevant owns 5.5% of Record-Herald's stock and votes 83% more. Wisconsin Valley owns WSAU-AM-TV Wausau, Wis., and WLIN (FM) Merrill, Wis. Ann. April 12.

Mishawaka, Ind. Northern Indiana Bcstrs. Inc.—910 kc; 1 kw. P.O. address Old Chicago Road, S.W. of Michigan City, Ind. Estimated construction cost $38,100, first year operating cost $94,000. revenue $102,000. Principal is **Wm. N. Udell** (60%). Company owns WIMS Michigan City, Ind., and owns licensee of WKAM Goshen, Ind. Ann. April 12.

Existing am stations

ACTIONS

WHMA Anniston, Ala.—Granted license covering installation of alternate main trans. with remote control operation while using non-DA. Action April 7.

WARF Jasper, Ala.—Granted mod. of cp to change type trans. (one main trans.). Action April 7.

KGEE Bakersfield, Calif.—Granted mod. cp to change type trans. Action April 10.

KNX Los Angeles, Calif.—Granted mod. of cp to operate auxiliary trans. by remote control; and mod. of cp to operate main trans. by remote control; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters. Action April 7.

KRKS Ridgecrest, Calif.—Granted extension of authority to sign-off at 8 p.m., PST. for period April 9 to Sept. 10, except for special events when station may operate to licensed sign-off time. Action April 6.

KXRX San Jose, Calif.—Granted mod. of cp to change type trans. D and N (two main trans.). Action April 10.

KWIZ Santa Ana, Calif.—Granted mod. of cp to change type trans. Action April 10.

KSEE Santa Maria, Calif.—Granted mod. of cp to change ant.-trans. location. Action April 10.

WKNB New Britain, Conn.—Granted cp to install new trans. and change studio location (trans. site). Action April 10.

WRIX Griffin, Ga.—Granted license. 1410 kc, 1 kw D. P.O. address 2954 Crestline Dr., Macon, Ga. Mrs. Gladys M. Johnson, sole owner, is housewife. Action April 6.

WNDU South Bend, Ind.—Granted mod. of cp to change type trans. Action April 10.

KFNF Shenandoah, Iowa—Granted extension of authority to sign-off at 7:15 p.m., Monday through Saturday and at 7:30 p.m. on Sundays except for special events for period ending July 1. Action April 7.

WCUM Cumberland, Md.—Granted increased daytime power on 1230 kc from 250 k to 1 kw, continued nighttime operation with 250 w; engineering conditions and construction not to be commenced until decision has been reached in proceeding on proposed increase of daytime power of WCRO Johnstown, Pa. from 250 w to 1 kw. Action April 12.

KBUN Bemidji, Minn.—Granted cp to change type auxiliary trans. Action April 10.

KROX Crookston, Minn.—Granted cp to install new trans. Action April 10.

WGVM Greenville, Miss.—Granted mod. of cp to change type trans. Action April 10.

WHSY Hattiesburg, Miss.—Granted mod. of cp for change in type trans. Action April 7.

KUSN St. Joseph, Mo.—Granted cp to install trans. as auxiliary trans. at main trans. location. Action April 10.

WABQ Cleveland, Ohio—Granted mod. of cps to change type trans.; and make changes in ant. system (decrease height) and changes in ground system; condition. Action April 10.

WABQ Cleveland, Ohio—Granted cp to install old main trans. as alternate main trans. (main trans. location); remote control permitted. Action April 10.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning March 25 and ending April 5. Action April 6.

WTRN Tyrone, Pa.—Granted mod. of cp to increase daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. (Is licensed on 1290 kc, 1 kw, D.). Action April 12.

WESC Greenville, S. C.—Granted mod. of cp to change type trans. Action April 7.

WDXN Clarksville, Tenn.—Granted cp to install old main trans. as auxiliary trans. at main trans. site. Action April 10.

WEKR Fayetteville, Tenn.—Granted mod. of cp to change type trans. Action April 10.

WENK Union City, Tenn.—Granted mod. of cp to change type trans. Action April 10.

WENK Union City, Tenn.—Granted cp to use old main trans. as auxiliary trans. (main trans. location). Action April 10.

KMBL Junction, Tex.—Granted authority to sign-off from 2 p.m. to 5 p.m., Mondays through Fridays and to broadcast a 12 hour day on Saturday and Sunday from 7 a.m. to 7 p.m. for period ending July 1. Action April 6.

WSKI Montpelier, Vt.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action April 12.

KTNT Tacoma, Wash.—Granted mod. of cp to change type trans. Action April 10.

KTNT Tacoma, Wash.—Granted cp to install old main trans. as auxiliary trans. at present main trans. site; remote control permitted. Action April 10.

WATK Antigo, Wis.—Granted cp to install new trans. Action April 10.

WBIZ Eau Claire, Wis.—Granted cp to install old main trans. as alternate main trans. N and as auxiliary trans. D. Action April 10.

Following stations granted extensions of completion dates:—WWRL New York, N. Y. for alt. main to May 15. (Action April 7); KBOX Dallas, Tex. to July 31; WCBS New York, N. Y. to October 8; (Actions April 10), KOOD Honolulu, Hawaii to July 20. (Action April 6).

APPLICATIONS

KRIZ Phoenix, Ariz.—Cp to increase daytime power from 250 w. to 1 kw, install new trans., change trans. location and install DA-D. (1230kc). Ann. April 12.

WEBB Baltimore, Md.—Cp to change hours of operation from D to U., using power of 1 kw, 5 kw-LS, install DA system for nighttime operation (2 sites), change from DA-D to DA-ND. (Request waiver of section 3.28 (c) and 3.188(b) of rules). (1360kc). Ann. April 11.

KGIL San Fernando, Calif.—Cp to increase nighttime power from 1 kw to 5 kw, make changes in DA system and make changes in nighttime directional pattern. (1260kc). Ann. April 12.

WSFB Quitman, Ga.—Mod. of license to change hours of operation from D to SH: Mon.-Sat. 6:00 a.m.-7:00 p.m.; Sun. 7:00 a.m. to 6:00 p.m.. (1490kc). Ann. April 12

WBYS Canton, Ill.—Cp to increase power from 250 w to 10 kw, install new trans. and DA-D. (1560kc). Ann. April 12.

WMLF Pineville, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. April 12.

KWNO Winona, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230kc). Ann. April 12.

KKEY Vancouver, Wash.—Cp to increase power from 1 kw to 5 kw and install new trans.. Ann. April 6.

New fm stations

ACTIONS

Hutchinson, Kans.—Norman Kightlinger Granted 99.1 mc, 110 kw ERP. Ant. height above average terain 490 ft. P.O. address 1301 E. 4th St. Estimated construction cost $69,317, first year operating cost $45,910, revenue $46,400. Mr. Kightlinger has interest in lumber yard and real estate companies. Action April 12.

Buffalo, N. Y.—WDIF Corp. Granted 96.1 mc, 19.5 kw ERP. Ant. height 350 ft. P.O. address Liberty Bank Bldg., Buffalo 2, N. Y. Estimated construction cost $22,502, first year operating cost $45,900, revenue $52,750. Principals include **Herbert H. Ross**, 98%, phonograph record retailer. Action April 12.

Cleveland, Tenn.—Southeastern Enterprises Inc. Granted 100.7 mc, 5.1 kw ERP. Ant. height above average terrain 295 ft. engineering conditions. P.O. address 33 Ocoee St. Estimated construction cost $13,793. first year operating cost $10,000, revenue $12,000. Fm applicant will duplicate WCLE-AM Cleveland. Action April 12.

Midland, Tex.—Moran Bcstg. Co. Granted 93.3 mc, 31 kw. Ant. height above average terrain 340 ft. P.O. address Midland National Bank Bldg. Estimated construction cost $27,600, first year operating cost $36,000, revenue $48,000. **John Edgar Moran**, sole owner, is in oil and gas business. Action April 12.

Existing fm stations

ACTIONS

WFMI (FM) Montgomery, Ala. Granted license. 98.9 mc, 10 kw. P.O. address 1469 Ann St., Montgomery, Ala. Principals include **Isaac E. Cohen, Ronald A. Martin,** and **Dwight M. Cleveland,** 33⅓% each. Mr. Cohen is in vending machines. Messrs. Martin and Cleveland are employes of telephone company. Action April 7.

KXQR (FM) Fresno, Calif.—Granted mod. of cp to change ERP to 37 kw; ant. height to 210 ft.; type ant. and changes in ant. system. Action April 7.

KXRQ (FM) Sacramento, Calif.—Granted mod. of cp to make changes in trans. equipment; subject to submission of sufficient data in accordance with procedure set forth in part 2 of commision's rules (except for frequency stability measurements) for type acceptance of trans. Action April 7.

KVEN-FM Ventura, Calif.—Granted mod. of cp to change ant. height to 1,210 ft.; change ant.-trans. location and make changes in ant. system. Action April 7.

WEVR (FM) Miami, Fla.—Granted request for cancellation of cp; call letters deleted. Action April 10.

WVOF (FM) Tampa, Fla.—Granted request for cancellation of cp; call letters deleted. Action April 10.

WAVQ (FM) Atlanta, Ga.—Granted mod. of cp to change ERP to 35 kw and change type trans.; remote control permitted. Action April 7.

WKLS (FM) Marietta, Ga.—Granted license. 96.1 mc, 6.4 kw. P.O. address 1396 Oak Grove Drive, Decatur, Ga. Principals include **Donald Kennedy, A. Gordon Swan, James B. Lathom,** 18.458% each, and others. Messrs. Kennedy and Swan are employes of WSB-TV Atlanta. Mr. Lathom is in steel specialties. Action April 12.

WFMT (FM) Chicago, Ill.—Granted mod. of cp to change ERP to 120 kw and change type trans.; remote control permitted. Action April 10.

WHFI (FM) Detroit, Mich.—Granted mod. of license to change designation of station

location to Birmingham with no change of facilities. Chmn. Minow and Comr. Bartley dissented. Action April 12.

KSYN (FM) Joplin, Mo.—Granted license for fm station. Action April 7.

WPCA-FM Philadelphia, Pa.—Granted cp to replace expired permit for fm station. Action April 5.

WSNW-FM Seneca, S. C.—Granted cp to install new trans. and increase ERP to 15.5 kw. Action April 10.

KVOP-FM Plainview, Tex.—Granted mod. of cp to change ERP to 3.2 kw; ant. height to 125 ft.; and make changes in ant. system; conditions. Action April 10.

WACO-FM Waco, Tex.—Granted mod. of cp to change type trans. Action April 6.

WMTI* (FM) Norfolk, Va.—Granted cp to change ERP to 21 kw; ant. height to 115 ft.; install new ant. and make changes in ant. system. Action April 10.

Following stations were granted extensions of completion dates as shown: KXRQ (FM) Sacramento, Calif. to June 15; KZAM (FM) Seattle, Wash. to September 20; WOC-FM Davenport, Iowa to May 10; WISK (FM) Medford, Mass. to June 1; KAFE (FM) San Francisco, Calif. to July 15; KXQR (FM) Fresno, Calif. to May 30; WTTN-FM Watertown, Wis. to June 2; KBYR-FM Anchorage, Alaska to July 15. (Action April 7); KBCO (FM) San Francisco, Calif. to October 10. (Action April 10); WDJD (FM) Warwick, R. I. to September 30.

APPLICATIONS

***WGNB (FM) Gulfport, Fla.**—Mod. of cp (which authorizes new non-commercial educational fm station) to change station location to St. Petersburg, Fla. Ann. April 12.

KGPO (FM) Grants Pass, Ore.—Mod. of cp (which authorized increased ERP, change ant.-trans. location, install new trans., to change frequency from 96.9 mc, ch. 245 to 99.9 mc. ch. 260.

Ownership changes

ACTIONS

KCOL Fort Collins, Colo.—Granted transfer of control from J. Herbert Hollister to Ellis Atteberry; consideration $60,000. Action April 12.

WOWW Naugatuck, Conn.—Granted transfer of control from John T. Parsons to John T. Parsons, James W. Miller and Vernon L. Wilkinson. Action April 11.

KWEI Weiser, Idaho—Granted assignment of license to Oxbow Broadcast Co. Action April 11.

KWNO Winona, Minn.—Granted assignment of license to KWNO Inc. Action April 10.

WMUU-FM Greenville, S. C.—Granted cp to increase ERP to 45 kw; ant. height to 370 ft.; install new trans. and make changes in ant. system; remote control permitted Action April 10.

KRNY Kearney, Nebr.—Granted involuntary assignment of licenses to Jac L. Bye, receiver. Action April 11.

WNJH Hammonton, N. J.—Granted assignment of cp to Hammonton Bcstg. Co. Action April 12.

KSYX Santa Rosa, N. M.—Granted assignment of license to W. I. Driggers; consideration $20,000. Action April 12.

WGBB Freeport, N. Y.—Granted transfer of control from Huntington-Montauk Bcstg. Co. to Fifth Market Bcstg. Co.; no monetary consideration. Chmn. Minow not participating. Action April 12.

WGSM Huntington, N. Y.—Granted (1) transfer of control from Byron T. Sammis and 10 other stockholders and (2) assignment of licenses to Fifth Market Bcstg. Co. (Edward J. and Gertrude C. Fitzgerald, present 36.76% stockholders); consideration $287,885 for remaining 63.24%. Chmn. Minow not participating. Action April 12.

WOHI-AM-FM East Liverpool, Ohio — Granted assignment of licenses to Constrander Corp. Action April 11.

WKST Newcastle, Pa., WKST-TV (ch. 33) Youngstown, Ohio—Granted transfer of control from S. W. and Wanda E. Townsend to WKST-TV Inc. (100% owned by Communications Industries Inc., majority stockholder of WACE Chicopee, Mass., and WEOK Poughkeepsie, N. Y.); consideration $975,000 for 81.2% interest, option to purchase remaining stock for $225,000, plus $200,000 to S. W. Townsend for 10 years service to two stations and for agreement not to compete in radio or tv broadcast for term of agreement within 100 miles of Youngstown (tv) and New Castle (radio) either as individual, partner, or officer, director or stockholder of competing broadcast corporation. Action April 12.

KCRN Crane, Tex.—Granted assignment of license to Albert L. Crain; consideration $22,000. Action April 12.

KQIP (FM) Odessa, Tex.—Granted assignment of cp to Texas Broadcast Industries Inc. (McCubbin and Roy Elsner, Phil and David B. Terk); consideration $16,055 for expenses. Chmn. Minow not participating Action April 12.

WPLH Huntington, W. Va.—Granted assignment of license to Ohio River Bcstg. Corp. (George H. Clinton has interest in WTMA-AM-FM-TV, Charleston, S. C.); consideration $125,000. Action April 12.

KCHY Cheyenne, Wyo.—Granted assignment of license to Charles W. Stone (Stone and wife own KDAC, Fort Bragg, Calif.); consideration $82,496. Action April 12.

APPLICATIONS

KYOR Blythe, Calif.—Seeks assignment of license to KYOR Inc.

KROP Brawley, Calif.—Seeks assignment of license to KROP Inc.

KREO Indio, Calif.—Seeks assignment of license to KREO Inc.

KPRO Riverside, Calif.—Seeks assignment of license to KPRO Inc. Seller in all four cases is **Imperial Bcstg. System Inc.** Principals in all four cases have each 20% interest and are **Tom E. Foster**, his son **Tolbert Foster, William E. Dyche Jr., Edgar B. Younger**, and **John Blake**. Total consideration $450,000. Messrs. Foster and Dyche have interests in KMIN Grants, N. M. Messrs. Foster also have interests in regional radio program and sales business, ranching, and building and loan business. Mr. Younger has interests in petroleum transport, oil field construction and equipment. Mr. Dyche is banker. Mr. Blake has interest in Texas magazine. Ann. April 12.

KBRB Arvada, Colo.—Seeks assignment of permit from **John L. Buchanan** to **Frances C. Gaguine** and **Bernice Schwartz** for about $20,000. Miss Schwartz has interest in WINQ Tampa, Fla. Miss Gaguine has no other broadcast interests. Ann. April 11.

KFML (AM-FM) Denver, Colo.—Seeks assignment of license from **Note Bcstg. Co.** to **Televents Inc.** for $118,720. Principals are R. William Daniels (1/3) Winston L. Cox (1/3) and Carl M. Williams (1/3). Mr. Daniels and Mr. Williams are in community antenna system business. Mr. Cox is oil lease broker. Ann. April 6.

WVST (FM) St. Petersburg, Fla.—Seeks assignment of permit from **Donald B. Crawford** to **WVST Inc.** for $3,105.26. Principals are **Wm. J. Erdman II** (50%) and **Robert C. Grasberger** (49.7%). They have no other business interests. Ann. April 12.

WMIK Middlesboro, Ky.—Seeks transfer of control from **A. G. Barton, S. K. Brosheer, Virginia Cabell, Fannie C. Brummett**, and **U. G. Brummett** to **Mr. and Mrs. Maurice Henry** (72.5%) and **Beulah C. Kincaid** (25.4%). Consideration $162,497.09, not including interest. All have interest in local newspaper. Ann. April 12.

KIKS Sulphur, La. & KVLC Little Rock, Ark.—Seek transfer of control from Southern Nat'l. Insurance Co. to Victor Radio Co. in first instance and Victor Bcstg. Co. in second. Consideration $212,000. Both purchasers are wholly owned by Victor Nat'l. Casualty Co., subsidiary of Victor Nat'l. Insurance Co. Principal (100%) is **Victor Muscat**. He has interest in KBLF Red Bluff, Calif., and in investment and manufacturing. Ann. April 12.

WKMH & WKMH-FM Dearborn, WKFM Flint, WSAM & WSAM-FM Saginaw, all Mich.—Seek transfer of control from **Nellie Marie Knorr** as special administratrix of estate of Frederick A. Knorr (deceased) to **Nellie Marie Knorr** as executrix of estate. Estate holds 55.4% of voting stock of stations' holding company. It has interests in WKHM Jackson, Mich., and WELL Battle Creek, Mich. Ann. April 7.

WCHB Inkster, Mich. & WCHD (FM) Detroit, Mich.—Seek transfer of control from **Dr. Haley Bell** to **Dr. Bell** and his wife **Mary. L. Bell**, joint tenants with right of survivorship. Dr. Bell has no other broadcast interests. Ann. April 12.

WKHM Jackson, Mich.—Seeks transfer of control from **Nellie Marie Knorr** as special administratrix of estate of Frederick A. Knorr (deceased) to **Nellie Marie Knorr** as executrix of estate. Estate holds 99.2% of voting stock of station's holding company. Ann. April 7.

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WQTE Monroe, Mich., WQTI-FM Detroit, Mich.—Seek transfer of control from **Ross Mulholland** to **Bill O. Brink** for $20,000 plus asignment of cp for WQTI-FM to Mr. Mulholland. Mr. Brink will thus own 37½% of WQTE. His brother Glenn H. owns 12½%, and his father Earl B. owns 12½%. They have no other broadcast interests. Ann. April 7.

KBIA Columbia, Mo.—Seeks assignment of license from **Mr. and Mrs. Cecil W. Roberts** to **Barrington Bcstg. Co.** for $90,000. Principals are **Aubrey D. Reid** (50.2%) and his wife, **Elsie Reid** (49.8%). Together they control WEW St. Louis, Mo., WKYB & WKYB-FM Paducah, Ky. Ann. April 7.

KIMB Kimball, Neb.—Seeks assignment of license from **Kimball Bcstg. Co.** to **KIMB Inc.** for $50,000. Principals are **Norton E. Warner** (25%), his wife **Diana** (25%), **Wyman E. Schnepp** (25%) and his wife **Willa M.** (25%). They have no other broadcast interests. Ann. April 12.

WSYD Mount Airy, N. C.—Seeks transfer of control from **Robert Hennis Epperson** to **Erastus F. Poore** for $35,000. Mr. Poore's degree of control increases from 26.5% to 53%. He has no other business interest. Ann. April 7.

WERC (AM-FM) Erie, Pa.—Seeks assignment of license from **Cleveland Bcstg. Inc.** to **WERC Inc.** for $335,000. WERC Inc. is 100% owned by James Bcstg. Co. Principals are **Simon Goldman** (43.2%) and **Reginald A. Lenna** (43.2%). James Bcstg. owns WJTN-AM-FM Jamestown, WGGO Salamanca, WDOW Dunkirk, all N. Y., and WCUM Cumberland, Md. Ann. April 6.

WRAW Reading, Pa.—Seeks assignment of license from **WRAW Inc.** to **Reading Radio Inc.** for $307,000. Principals are **Wm. F. Rust Jr.** (69.4%) and **Ralph Gottlieb** (30.6%). Both have interests in WKBR Manchester, N. H.; WTSN Dover, N. H.; WKBK Keene, N. H.; WAEB Allentown, Pa.; and WNOW York, Pa. Ann. April 12.

WYNG Warwick, R. I.—Seeks assignment of license from **West Shore Bcstg. Co.** to **Attleboro Radio Assn. Inc.** for $90,000. Principal is **Jerome Ottmar** (58.9%). Mr. Ottmar has interest in local newspaper and is director of several businesses. Ann. April 12.

WRGP-TV Chattanooga, Tenn. — Seeks assignment of license from **Mountain City Television Inc** to **WSTV Inc.** No consideration involved; WSTV Inc. is sole owner of Mountain City. Principals are **Jack N. Berkman** (17.21%), his brother **Louis Berkman** (17.21%), and **John J. Laux** (11.36%). Company owns WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; KODE-AM-TV Joplin, Mo.; KMLB-AM-FM Monroe, La. Principals also have interests in WPIT-AM-FM Pittsburgh, WSOL Tampa, Fla., WRDW-TV Augusta, Ga.; and in cp for WHTO-TV Atlantic City, N. J. Berkmans are in steel. Ann. April 12.

KUKA San Antonio, Tex.—Seeks assignment of license from **Leal Bcstg. Co.** to **Por Favor Inc.** for $200,000. Principals are **Alex A. Coe** (22.3%) and **Norman Fischer** (22.3%). They have no other business interests. Ann. March 31.

WMKE-FM Milwaukee, Wis.—Seeks assignment of license from **Norman H. Quale**, receiver, to **Music-Time Inc.** for $25,000, equipment to be sold to Steffen Electro-Art Co. for $11,970. Full owners of both companies are **Mr. and Mrs. Richard V. Steffen.** They have no other business interests. Ann. April 7.

Hearing cases

FINAL DECISIONS

■ Commission granted application of Martin Karig for new am station to operate on 930 kc, 1 kw, DA, D, in Johnstown, N. Y. Comr. Bartley abstained. Dec. 20, 1960 initial decision looked toward this action. Action April 12.

■ Commission granted application of Marshall County Bcstg. Co. for new am station to operate on 1380 kc, 1 kw, D, in Arab, Ala., and denied application of Walter G. Allen for similiar facilities in Huntsville, Ala. Chrm. Minow and Comr. Craven not participating. March 30, 1960 initial decision looked toward this action. Action April 12.

■ Commission granted application of Sheffield Bcstg. Co. for new am station to operate on 1290 kc, 1 kw, D, in Sheffield, Ala., and denied application of J. B. Falt, Jr., for similar facilities. Chrm. Minow and Comr. Craven not participating. March 30, 1960 initial decision looked toward this action. Action April 12.

■ Commission denied petition by KISD Sioux Falls, S. D., to make effective immediately that part applicable to it of Feb. 7 initial decision which looked toward granting applications of KISD to increase daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and Alexandria Bcstg. Corp. to change facilities of KXRA Alexandria, Minn., from 1490 kc, 250 w, U, to 1230 kc, 1 kw-LS, 250 w-N, and denying application of Western Minnesota Bcstg. Co. to change facilities of KMRS Morris, Minn., from 1570 kc, 1 kw, D, to 1230 kc, 250 w, U. Commission stated:

"The petitioner's request requires that the commission at this time examine, at least in part, the initial decision and the exceptions thereto. This is contrary to the normal commission procedure in considering an initial decision to which exceptions have been filed. In the absence of a showing that the public interest requires an immediate grant of the petitioner's application, a departure from our normal procedure is not warranted."

■ By memorandum opinion and order, Commission, on its own motion (1) vacated chief hearing examiner's Jan. 5 grant to KOA Denver, Colo., to intervene in proceeding on applications for new am stations on 860 kc of Bernalillo Bcstg. Co., Albuquerque, Belen Bcstg. Co., Belen, and Cosmopolitan Bcstg. Co., Santa Fe, all N. M. (2) terminated KOA intervention, and (3) dismissed as moot Broadcast Bureau's petition to review Jan. 5 ruling. Proceeding originally included application of KARA Inc. to change facilities of KARA Albuquerque,

Continued on page 138

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from 1310 kc, 1 kw, D, to 860 kc, 1 kw, D, but that application and Cosmopolitan applications were dismissed at applicant's request; examiner on record held Bernalillo in default, and Belen application would cause no interference to KOA. Action April 12.

■ By memorandum opinion and order, commission (1) denied Jan. 27 petition by Frederick County Bcstrs. for review of hearing examiner's denial under sec. 1.311 (b) of its petition to amend application for new am station in Winchester, Va., on 1480 kc, D, to reduce requested power from 1 kw to 500 w with DA; (2) granted Frederick's Feb. 15 petition for review of examiner's denial of its conditional request for leave to so amend under sec. 1.311 (c); (3) granted latter amendment and returned application to processing line; and (4) in view of fact that initial decision was issued March 17 looking toward denying Frederick application and granting that of Town Radio Inc. for new station on 1480 kc, 500 w, D, in Shippensburg, Pa., remanded applications to examiner for further action consistent with memorandum opinion and order. Comr. Craven issued concurring statement in which Comr. Hyde concurred; Comr. Ford concurred in part and dissented in part, and issued statement in which Chrm. Minow and Comr. Bartley concurred. Action April 12.

■ Commission scheduled following proceedings for oral argument on May 18: Radio Associates Inc., and WLOX Bcstg. Co., for tv stations to operate on ch. 13 in Biloxi, Miss. David L. Kurtz for new class B fm station in Philadelphia, Pa. WJPB-TV (ch. 5), Weston, W. Va., and am applications of KSRO Santa Rosa, Calif. Action April 12.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward granting application of Tuscola Bcstg. Co. for new am station to operate on 1360 kc, 500 w, D, in Caro, Mich., and denying application of Caro Bcstg. Co. for similar facilities. Aug. 4, 1960 initial decision looked toward denying both applications. Action April 12.

■ Commission on April 12 directed preparation of document looking toward granting application of Bay Area Electronic Assoc. for new am station to operate on 1580 kc, 500 w, D, in Santa Rosa, Calif. Supplemental initial decision of Aug. 23, 1960 looked toward denying application. Action April 12.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decisions.

INITIAL DECISIONS

■ Hearing examiner Herbert Sharfman issued initial decision looking toward granting application of Central Bcstg. Corp. to increase daytime power of WKBV Richmond, Ind., from 250 w to 1 kw, continued operation on 1490 kc, 250w-N; conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Action April 11.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of KRNO Inc. to increase daytime power of KRNO San Bernardino, Calif. from 250 w to 1 kw, during periods when KPPC Pasadena is not operating, continued operation on 1240 kc, 250 w-N; conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Action April 11.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting application of Sunbury Bcstg. Corp. to change facilities of WKOK Sunbury, Pa., from 1240 kc, 250 w, U, to 1070 kc, 10 kw-LS, 1 kw-N, DA-2, at new trans. site; engineering condition. Action April 11.

■ Hearing examiner Isadore A. Honig issued initial decision looking toward granting applications of First Carolina Corp. for new tv station to operate on ch. 25 in Columbia, S. C. Action April 12.

■ Hearing examiner Elizabeth C. Smith issued supplemental initial decision looking toward granting application of Brennan Bcstg. Co. to operate station WAPE Jacksonville, Fla., nighttime hours with 10 kw, DA, continued operation on 690 kc, 25 kw-LS. Action April 12.

■ Hearing examiner Herbert Sharfman issued an initial decision looking toward granting applications of WMDN Midland, Mich., and WBEX Chillicothe, Ohio, to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, each conditioned to accepting such interference as may be imposed by other existing class IV stations in event they are subsequently authorized to increase power to 1 kw. Action April 7.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted extension of authority to Triangle Publications Inc. to continue temporary operation of station KFRE-TV Fresno, Calif., simultaneously on chs. 30 and 12 until June 1, but denied its request for 90-day extension; granted related petition by KMJ-TV (ch. 24) Fresno to extent indicated. Comr. Craven not participating. Commission stated that "Such further limited use of ch. 12 should not have a significant adverse effect on deintermixture of Fresno or on the Fresno uhf stations, and should give Triangle ample time to accomplish the purposes upon which its original request was based." Action April 12.

WGMA Hollywood, Fla.—Designated for hearing application for renewal of license upon issues to determine (1) extent to which Daniel Enright, one of its principals, was involved in preparation or production of fixed tv quiz shows; (2) whether applicant, Melody Music Inc. possesses requisite qualifications to be licensee; and (3) whether grant of application would serve public interest, convenience and necessity. Comrs. Hyde, Lee and Craven dissented. Action April 12.

WGRY Gary, Ind.; KSUM Fairmont, Minn.; KDTH Dubuque, Iowa; WPRC Lincoln, Ill.; WCCN Neillsville, Wis.—Designated for consolidated hearing applications for change of operation on 1370 kc—WGRY and WPRC to increase power from 500 w to 1 kw, D; KSUM to increase daytime power from 1 kw to 5 kw, continued operation with 1 kw-N, DA-2; KDTH to increase daytime power from 1 kw to 5 kw, continued nighttime operation with 1 kw, DA-N; and WCCN to increase ant. tower height and remove resistor on 1370 kc, 5 kw, D; made KWK St. Louis, Mo., and WAAP Peoria, Ill., parties to proceeding, and WGRY, KDTH, WPRC and WCCN parties with respect to their existing operations. Action April 12.

KORD Pasco, Wash.—Designated for hearing application to increase daytime power on 910 kc, D, from 1 kw to 5 kw in consolidated proceeding with application for renewal of license, and changed hearing issues accordingly; made KISN Vancouver and KXLY Spokane parties to the proceeding. Action April 12.

■ Following stations were granted subsidiary communications authorizations to engage in multiplex operations: KOOL-FM Phoenix, Ariz.; WXEN-FM Cleveland, Ohio; KARO Houston, Tex.; and KQRO Dallas, Tex.; conditions. Action April 12.

Routine roundup

ACTIONS ON MOTIONS BY FCC

■ Commission on April 6 granted request by WGAL-TV (ch. 8) Lancaster, Pa., and extended to April 21 time for filing statements to petition by WARD-TV Johnstown, Pa., for rulemaking to change tv channels in Johnstown. Action April 11.

By Commissioner Frederick W. Ford

■ Granted petition by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., and extended to April 18 time to file exceptions to initial decision in proceeding on its am application. Action April 6.

■ Granted petition by Broadcast Bureau and extended to April 20 time to respond to joint petition for reconsideration and clarification, and/or grant without hearing filed by applicants Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., all Ellenville, N. Y., in proceeding on their am applications. Action April 6.

■ Upon request by Jefferson Standard Bcstg. Co., extended to May 22 time to file exceptions and allowed movant to file separate brief in support of exceptions not in excess of 70 pages, including appendices, in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action April 10.

■ Granted petition by Broadcast Bureau and extended to April 12 time to respond to motion by WDKD Kingstree, S. C., to en-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING APRIL 13

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,531	36	134	800
FM	794	63	199	113
TV	486[1]	56	84	96

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING APRIL 13

	VHF	UHF	TV
Commercial	464	78	542
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Jan. 31

	AM	FM	TV
Licensed (all on air)	3,522	758	486[1]
Cps on air (new stations)	30	71	54
Cps not on air (new stations)	128	204	83
Total authorized stations	3,680	1,033	635
Applications for new stations (not in hearing)	622	73	29
Applications for new stations (in hearing)	170	28	64
Total applications for new stations	792	101	93
Applications for major changes (not in hearing)	550	45	34
Applications for major changes (in hearing)	256	4	22
Total applications for major changes	806	49	56
Licenses deleted	0	0	0
Cps deleted	0	0	1

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

large and modify issues in proceeding on its application for renewal of license and for license to cover cp. Action April 11.

■ Granted petition by First Presbyterian Church of Seattle, Wash. and extended to May 5 time to file exceptions to initial decision in proceeding on its application for renewal of license of KTW Seattle and that of Washington State U. for renewal of license of KWSC and aux., and for mod. of license of KWSC Pullman, Wash. Action April 11.

■ Granted petition by Broadcast Bureau and extended to April 20 time to respond to petition by KWK Radio Inc., for reconsideration of memorandum opinion and order released Feb. 27 which denied request for a bill of particulars in proceeding on revocation of license for KWK St. Louis, Mo. Action April 11.

■ Granted petition by Broadcast Bureau and extended to April 20 time to respond to joint petition by Creek County Bcstg. Co. and Sapulpa Bcstg. Corp., Sapulpa, Okla., for review of order refusing to reopen record; petition by M. W. Cooper, Midwest City, Okla., for review of hearing examiner's order and petition to accept late filing; and exceptions to initial decision in proceeding on their am applications. Action April 11.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled for hearing following am proceedings on dates shown: June 5—WHOW Clinton, Ill., WBRD Bradenton, Fla., Sands Bcstg. Corp., Indianapolis, Ind., June 7—Vernon E. Pressley, Canton, N. C., WLSC Loris, S. C., June 12—Kenneth G. Prather and Misha S. Prather, Boulder, and KDEN Denver, both Colo. Action April 5.

■ Granted petition by Nassau Bcstg. Co., Princeton, N. J., and extended from April 3 to April 4 time to file proposed findings and conclusions in proceeding on its am application. Action April 4.

■ Continued April 6 prehearing conference to new date to be specified by presiding hearing examiner in matter of mod. of license of KERO-TV (ch. 10), Bakersfield, Calif. Action April 3.

■ Granted joint petition by Rodio Radio and WKAP Inc. for approval of agreement whereby WKAP Inc. would pay Rodio Radio $5,000 for partial reimbursement of expenses incurred in connection with latter's application for new am station to operate on 1320 kc, 500 w, D, DA, in Hammonton, N. J., in return for its withdrawal; dismissed Rodio Radio application with prejudice; granted application of WKAP Inc. to increase daytime power of WKAP Allentown, Pa., from 1 kw to 5 kw, with DA-2, continued operation on 1320 kc, 1 kw-N, and terminated proceeding. Action April 7.

■ Granted joint petition by Four States Bcstg. Co. and Regional Bcstg. Co., applicants for new am stations to operate on 1410 kc, 1 kw, D, in Halfway, Md., for waiver of sec. 1.316 (a) of rules and for approval of joint agreement to merge their interests so that Regional would continue prosecution of its application and Four States would acquire 17.76% stock interest of Regional; dismissed application of Four States with prejudice, but permitted effectuation of merger agreement and amended Regional application accordingly; retained in hearing status Regional application. Action April 6.

■ Granted petition by High-Fidelity Bcstrs. Corp., for dismissal of its application for new am station to operate on 1400 kc, 100 w, U, in Norristown, Pa., but dismissed application with prejudice and terminated proceeding. Action April 7.

■ Granted petition by Wireline Radio Inc. and accepted its late-filed appearance in proceeding on its application for renewal of license of WITT Lewisburg, Pa. Action April 7.

■ Scheduled oral argument for April 13 on joint petition by Santa Fe Bcstg. Co., Santa Fe, N. M., and Valley Broadcasters, Espanola, N. M., for approval of agreement looking toward dismissal of Santa Fe application in am proceeding. Action April 11.

■ Continued April 12 prehearing conference to new date to be specified by presiding hearing examiner in proceeding on am applications of KGFJ Los Angeles, and Sun State Bcstg. System Inc., San Fernando, Calif. Action April 11.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by E. C. Gunter, San Angelo, Tex., for leave to amend his tv application to show new supporting tower for ant. system and additional cost of same; application is consolidated for hearing with Abilene Radio & Tv. Co. both for ch. 3 in San Angelo, Tex. Action April 6.

By Hearing Examiner Asher H. Ende

■ Granted petition by WOIO Cincinnati, Ohio, for leave to amend its fm application to change frequency from 98.5 mc to 94.1 mc; application returned to processing line and proceedings terminated. Action April 6.

■ Issued order following April 5 prehearing conference, scheduled certain procedural dates and continued May 1 hearing to May 23 in proceeding on am applications of Olean Bcstg. Corp., Plattsburg and WIRY Inc., Lake Placid, both N. Y. Action April 5.

■ Issued order after prehearing conference and postponed without date April 17 hearing provided that applicant files petition for reconsideration and grant within time specified by commission's rules, and further ordered that if such petition for reconsideration is not timely filed hearing shall proceed at time and place heretofore specified in proceeding on application of Wireline Radio Inc. for renewal of license of station WITT Lewisburg, Pa. Action April 4.

■ Issued supplemental order after prehearing conference in proceeding on application of Wireline Radio Inc. for renewal of license of WITT, Lewisburg, Pa., and amended in certain respects April 4 order. Action April 7.

By Hearing Examiner Thomas H. Donahue

■ On basis of agreements reached at April 5 prehearing conference, scheduled certain procedural dates and further prehearing conference for June 6, and hearing for June 19 in proceeding on am applications of WOSH Oshkosh and WGEZ Beloit, both Wis. Action April 5.

■ Issued order following pre-hearing conference of April 10, scheduled certain procedural dates, and hearing for July 5; examiner ruled that unless Elias and Robinson, Glen Burnie, Md. on or before April 20 file petition to dismiss their application, or alternatively show good cause why their application should not be held in default for failure to prosecute, examiner will, on own motion, default that application. Action April 10.

By Hearing Examiner Forest L. McClenning

■ On own motion, continued without date April 10 hearing in proceeding on am application of WTMT Louisville, Ky. Action April 4.

■ Granted requests by applicants and extended from April 5 to April 14 time to file reply findings in proceeding on applications of Newport Bcstg. Co. and Crittenden County Bcstg. Co., for new am stations in West Memphis, Ark. Action April 5.

■ Granted motion by Beacon Bcstg. System Inc. and extended from April 7 to April 10 time to file proposed findings of fact and conclusions on air hazard issue in proceeding on its application and that of Suburban Bcstg. Co., Inc., for new am stations in Grafton-Cedarburg and Jackson, Wis. Action April 6.

By Hearing Examiner Millard F. French

■ Upon joint motion of applicants and with consent of Broadcast Bureau, extended from April 14 to April 27 time for filing reply findings and conclusions in Lafayette-Lake Charles, La., tv ch. 3 proceeding. Action April 5.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after prehearing conference in proceeding on am applications of WROK Rockford, Ill., et al., scheduled certain procedural dates and hearing for June 7. Action April 3.

■ On request by Broadcast Bureau and without objection by other parties, further extended from April 4 to April 14 time for filing proposed findings of fact and con-

Continued on page 145

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DJ with first ticket, with or without maintenance, experienced or inexperienced KGHM, Brookfield, Missouri.

Wanted, money hungry announcer-salesman. Hard worker can make $600 a month. Must be family man with minimum of 4 years experience. Mondays off. Personal interview preferred. K-GRL, Bend Oregon.

Announcer-salesman, immediate opening, strong on sales, some board time. KSUE, Susanville, California.

Tedesco Stations need top personnel in all departments. Announcers, announcer-engineers send tape—Don Johnson, KWKY, Des Moines. Others contact Tedesco, Inc., 1202 Pioneer Building, St. Paul, Minnesota. CA 7-7007.

Washington week-end radio—Young announcer, resonant voice with personal knowledge; field sports in Washington, D. C. area. Top long range opportunity. Contact Warren Miller, WAVA-AM-FM, Arlington 7, Va.

Wanted: Young versatile announcers for new AM station. Send photo and resume to KGNS-TV, Laredo, Texas.

Announcer with 1st ticket—able to move non-format swinging adult show in stable central Florida market. Send tape and resume to WBAR, Bartow, Fla.

Help Wanted—(Cont'd)

Announcers

Washington radio personality. Searching for experienced radio personality; resonant clipped accent, sense of humor and national affairs (Will Rogers); feeling for popular American folk, music. Top salary and career incentives with strong AM-FM organization, Washington, D. C. Contact Warren Miller, WAVA AM-FM, Arlington 7, Va.

Wanted: Announcer with first phone—no maintenance—40 hour week—Paid hospitalization—Paid life insurance—Paid vacation. Send tape and resume to WEED, Rocky Mount, North Carolina.

Mid Tennessee fulltimer has opening for engineer-announcer. Must handle routine maintenance and regular board-shift. Emphasis on announcing, plenty of opportunity for advancement. Tape, resume, photo. WGNS, Box 310, Murfreesboro, Tenn.

Swingin' good music station in state's largest market needs strong adult appeal dj. Must run tight production board and do good job with news. Send resume, tape, photo to Bill Gerson, WINN, 412 Speed Bldg., Louisville, Ky.

Wanted immediately, announcer with first class license. Excellent working conditions. Excellent pay. WITE, Box 277, Brazil, Indiana.

1st phone, production dj. Good working conditions, c/w daytime operation. Send complete resume with salary requirements to WKTC, Charlotte, N. C.

Immediate opening for radio/tv staff man. Minimum two years commercial experience required. Radio board operation, knowledge of standard music and adult presentation required. On-camera experience helpful. 40-hour week and all fringe benefits. No news. Address off-air tape, resume, snapshot to Program Director. WOC-AM-FM-TV, Davenport, Iowa.

Announcer with first class ticket for 1 kw daytime station. Please send details first letter to WONG, Box 451, Oneida, New York.

Need experienced morning man. Rush tape, references. WSMI, Litchfield, Illinois.

Combination chief engineer-announcer, excellent physical plant and working conditions; starting salary $100. per week; contact E. Dean Finney, St. Johnsbury, Vermont.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

A good chief engineer—by an outstanding Class Four midwest smalltown station. Well-equipped, liberal budget, excellent staff with two licensed engineers. Applicant should have experience in AM, FM, shortwave and a high caliber of pride in maintenance. Salary open, state requirements, with knowledge and experience to substantiate. Box 739E, BROADCASTING.

Maryland station wants engineer. For interview write Box 774E, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Immediate opening for experienced chief. Montana kilowatt with remote control needs man that can assume full responsibility for technical end. Station has excellent equipment. Applicant must have executive ability and be strong on maintenance. Send resume including credit, character references, plus picture. Box 842E, BROADCASTING.

Wanted: Engineer-announcer for daytimer. Station WAMD, Aberdeen, Md.

Chief engineer AM and FM station. Send references and experience. WHOP, Hopkinsville, Kentucky.

WTTN-Watertown, Wisconsin. Chief engineer-some announcing, immediate.

Chief engineer for WIKE, Newport, Vermont; fulltime outlet; starting pay $100. per week; excellent physical plant and working conditions; contact E. Dean Finney, WTWN, St. Johnsbury, Vermont.

Progressive growing New York state broadcasting organization has engineering positions open for licensed first phone engineering personnel, write G. F. Cushing, Vice President Engineering, Ivy Broadcasting Company, Box 10, Ithaca, New York.

Radio television jobs. Over 500 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

News and public affairs director for radio and television. Mature creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Copywriter—Miami—The south's top 50,000 watter needs experienced copywriter, capable of speed, accuracy and fresh ideas with ability to make good use of production aides. Send background, sample copy and salary desired to Ned Powers, WINZ, Miami, Florida.

Newsman with 1st class ticket for new operation starting soon. Gather, write and deliver local news. WNJH, Hammonton, New Jersey.

News director—Emphasis on local news-future with new station. WSOR, Windsor, Conn.

RADIO

Situations Wanted—Management

New Yorker desires to manage and buy stock into radio station. Responsible, experienced. Box 779E, BROADCASTING.

Big league experience, know how. Damned good sales manager. College, 37, married. Box 797E, BROADCASTING.

Manager—young—12 years experience all phases. Heavy on sales. Desire small-medium market southeast. Box 811E, BROADCASTING.

General manager, creates sales, profits, gets results, convince yourself, write Box 822E, BROADCASTING.

Get a qualified man for management. Fifteen years in radio, experienced in every department, first class license. Successful record of stability; employed. Box 845E, BROADCASTING.

Working manager—Proven record, first phone, sales, 10 years all phases, married, 34, best references. Box 850E, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Radio manager. 8 years sales manager. Record of successful stations. Also national tv experience. Prefer midwest. Box 852E, BROADCASTING.

Talented announcer, copywriter, production and sales background. College grad, seeking move to management or assistant management small to medium market station. Ten years broadcasting experience. Could invest. Age 30 . . . could invest. Box 832E, BROADCASTING.

General manager. Eighteen years all phases. Over ten years manager very successful station. Excellent references. Box 867E, BROADCASTING.

Sales

National sales manager-commercial manager, (radio and/or television). Productive sales specialist, 13 years all phases sales and station administration, last six years New York. Desire challenge, potential and future. Will relocate for right opportunity. Box 725E, BROADCASTING.

Announcer-sales. Married-will settle. Phone BU 4-8737, N.Y.C. Box 770E, BROADCASTING.

Personable, persistent . . . Top billing in competitive 6 station market, married, family man. If you've got the time, don't waste it, contact me and I'll sell it. Box 820E, BROADCASTING.

Top sales experience, strong news background, licensed, married, educated, veteran. Box 828E, BROADCASTING.

Have $5000, radio-newspaper sales experience, plus news, copy, announcing. Journ grad, want interest in station or? Box 831E, BROADCASTING.

Presently employed as production manager-salesman. Desire position full time sales. Ten years broadcasting experience all phases. College grad. Box 833E, BROADCASTING.

Announcers

Personality first phone dj. College, experience. Give details and salary. Box 645E, BROADCASTING.

Personality, audience builder, production plus, including production spots that sell, well versed in popular music, current events and local affairs, family man, large market only! Box 704E, BROADCASTING.

Announcer, dj, news. College grad. 5 years experience. Family. Presently employed. Desire better pay and opportunities. Prefer good music. Tapes available. Free in June. Box 722E, BROADCASTING.

Experienced announcer — Sportscaster. 26 looking for active well organized station. Full of ambition, reliable. Radio college graduate. Tape, resume, picture available. Box 724E, BROADCASTING.

Energetic young announcer wishes to relocate in metro market with swingin' station. Married . . . education . . . experienced in dj shows (all types music); news; sports play-by-play; personal appearances. Box 729E, BROADCASTING.

Announcer dj, dependable, hard working, college grad looking for first position, married, vet. Box 741E, BROADCASTING.

Experienced, versatile staff background. Emphasis on clean, authoritative news—commercials that sell—adaptable style on record shows. Strong background in all phases of sports, including play-by-play. Will stay with job that offers future. Prefer midwest. Box 765E, BROADCASTING.

Newsman DJ. Married. 2 years experience. Tight production. Bright. Box 771E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Ticket experienced dj. Bright, cheerful air personality. Tight production. Solid background in modern radio. Could also serve as PD. Tape, resume available. Box 783E, BROADCASTING.

Experienced deejay with first phone. Wants move to station that moves. Family man. Box 796E, BROADCASTING.

Top country disc jockey. 10 years experience. Sober, reliable family man. Tape and resume on request. Box 798E, BROADCASTING.

Got "morning" sickness? Get a real pill. Bud Baldwin for 20 years adult-type morning man on WHIO and WING, Dayton, Ohio. Available—Anywhere—Now! Box 797E, BROADCASTING.

Sign on announcer—1st phone. 35, family. 2 years experience. Prefer central or S.E. Iowa. Air check on request. Box 800E, BROADCASTING.

Happy sounding, experienced jockey, desires immediate opening in medium market station that swings. Box 802E, BROADCASTING.

Bright, happy sounding modern DJ-PD. . . . Extensive programming-production background in top metropolitan market operations. Prefer New York state area . . . will consider others. Box 806E, BROADCASTING.

DJ young, ambitious, presently employed. Tired of dead radio. Desires top 40. Box 809E, BROADCASTING.

I love sports—Do you? Try me. Play-by-play all sports, college graduate. Radio-tv sports director, married. Box 812E, BROADCASTING.

Radio-tv-announcer, MC, newscaster, commercials. Age 30, male model. Wish to resume career after 6 years in father's business. No ties. Magnificent, well modulated voice. Will come anywhere in America for interview. Box 813E, BROADCASTING.

Primary importance. Announcing position. Experienced staff, DJ, console, tight production, mature delivery, conscientious, reliable, college. Presently employed N.Y.C. FM. Tape, resume, references. Box 814E, BROADCASTING.

Good first phone morning man. Experienced all phases. Best references. Box 815E, BROADCASTING.

College graduate, B.S. speech, needs experience. 29, married. Strong on news, sports and copywriting. Also good on evening D.J. shows. Tape, photo. Box 816E, BROADCASTING.

Top announcer, dj. Excellent background includes network radio and television. Box 819E, BROADCASTING.

Lets face it! You need a relaxed, informal delivery, with a poised and tastefully humorous approach, to sell an after hours show. Large market. $110 minimum. Box 821E, BROADCASTING.

Announcer, four years AM experience. Seeking night position, midwest. Married. Box 823E, BROADCASTING.

Desire to locate in Minnesota. 2 years experience. Age 35, family. 1st phone. Box 830E, BROADCASTING.

Sports announcer looking for sports minded station. Finest of references. Box 838E, BROADCASTING.

Sixteen years on air/experience AM and TV. Qualified as dj, program director, news. Worked mostly midwest but not fussy as to location. Box 841E, BROADCASTING.

Feminine mike. Music you'll like. Sounds just right for a listenable night. Box 844E, BROADCASTING.

Want stable operation. I will get them ready for work or bed. Production personality five years experience, first phone, married. Want $125.00. Box 851E, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Disc jockey, newscaster (radio and television), program director and sports enthusiast. Complete two years in large midwest competitive area. Prefer to locate in the midwest. Box 854E, BROADCASTING.

Announcer-dj, married, want to settle down. Good tight board—bright sound. Willing to relocate. Box 753E, BROADCASTING.

Announcer, dj, experienced, tight board, smoothe ad lib, versatility looking for a future. Box 856E, BROADCASTING.

Available immediately . . . mature announcer . . . 6 years radio, 2½ years on regional net. News, production, thorough knowledge of pop and CW. 31, married, vet, excellent reference, have car. Phone ALpine 2-6709, Billings, Montana or Box 857E, BROADCASTING.

Announcer, dj. desires staff job. Experience? Selling, writing and airing own weekly show past 3½ years. College grad. Professional musician. Married, vet, 27, prefers permanent position within commuting distance of Chicago. Box 858E, BROADCASTING.

Negro dj experienced, combo, tight format. Will travel. Box 860E, BROADCASTING.

Announcer dj, tight format, live sound, combo, married, will travel. Box 861E, BROADCASTING.

Experienced first rate announcer. Decent market. $110 minimum. If you want quality. Box 862E, BROADCASTING.

Announcer, disc jockey, experienced, married family man wants to settle. Box 863E, BROADCASTING.

Personality—Can handle news. Four years experience. Prefer New England. Box 866E, BROADCASTING.

University senior majoring in radio-television desires summer employment in the south, preferably in the Carolinas. Some experience. Excellent references. Box 869E, BROADCASTING.

Format and otherwise announcer. 12 years experience servicing and some sales. Family man desires to stay in N. C. Box 875E, BROADCASTING.

Sports announcer, baseball, football, basketball. Good play-by-play. Top rated in area. Box 876E, BROADCASTING.

Top rated d.j. looking for a New Frontier in N. Y., N. J. or Conn. Box 877E, BROADCASTING.

Play-by-play sports and newsman. B.A. Seven years experience. Box 879E, BROADCASTING.

Dependable. Unique. Warm. Consider first-rate station only. $750.00. Box 880E, BROADCASTING.

Announcer, dj, experienced fast board. Good ad lib. Wants to settle. Box 884E, BROADCASTING.

Announcer, good engineer desires to relocate. Family man, 4 months board experience. Will send tape. Box 885E, BROADCASTING.

Available immediately. Announcer-engineer. Graduate DeVry Tech, Chicago. 1-year experience. Highest recommendations available. More interested in job with future than immediate remuneration. Box 886E, BROADCASTING.

Announcer with 1st phone license. Announcing school graduate. Good voice and personality. Will locate anywhere. John Burton, 3501 5th Ave., Los Angeles, California.

Staff announcer, good personality, college graduate business. Interested announcing, sales. Can handle news, commercials, dee jay. Run own board, write copy. Musician, broad knowledge music. Vet, family man, car. For tape contact: Steve Dwork, 601 West 163rd St., New York, N. Y., LO 8-5839.

Situations Wanted—(Cont'd)

Announcers

Two young dj's, light experience, willing to relocate. M. DeChausse, 361 SW 22nd., Miami, Florida.

College graduate, active service completed. Wish to finally swing fulltime as top 40 announcer-d.j. Contact: Marvin Goldsher, 8031 Abbott Avenue, Miami Beach, Florida or UNion 5-8188.

Announcer, salesman. Family man, no floater, will settle. Selesta Graham, 14 Mount Morris Park West, New York 27, N. Y. ATwater 9-1029.

Announcer, pd, music director. Three years experience, soft-sell style, good music format. Excellent voice, top music knowledge. B.S. in radio-tv. Married, will move. Call George Kapheim, 683 Carrollton, Mo.

Announcer available immediately, 3 years experience. Bill Maddox, UN 7-5248, Ft. Morgan, Colorado.

Man 30 years, now employed in radio doing sales plus announcing for past year, desire to locate in California in sales or announcing or both have third phone, what have you. Contact Robert North, 1009 Worth Drive, Cheyenne, Wyoming, telephone 632-1784.

Staff announcer sports background. Four years experience. Have written continuity. Robert Paul, 6200 E. South St., Lakewood, California.

1st phone dj, tight board, lots of production ideas, plus own complete production setup with lots of gimmix. Call ED 3-1101, Bill Taylor, Chief Engineer, WKTC, Charlotte, N. C.

Technical

Experienced first phone, mature, steady and reliable. Desires position. Available immediately. Box 749E, BROADCASTING.

Engineer, first phone, eighteen months maintenance—some announcing experience, desires job as combination man with opportunity to train as announcer. Box 805E, BROADCASTING.

Want a chief engineer, experienced, high power, AM/FM, good character, references, dedicated to job? Write Box 826E, BROADCASTING.

Can you use an engineer with five years background and air voice plus P.D. talents? Available now to personality station on east coast or in midwest. $125. Box 882E, BROADCASTING.

Combo man—first phone 16 months experience. Available immediately. Prefers south or southwest. Jim Conley, 3309 Ridgeoak, Dallas 34, Texas.

First class engineer with some radio and tv experience desires position in the southwest or Louisiana. Contact Ray Loper, 1235 Isla Stephenville, Texas. Telephone Woodlawn 5-3357.

Production—Programming, Others

Michigan broadcasters—Let experience increase your regional and national billings. Successful Detroiter is opening firm to represent your station. Inquiries answered promptly. Box 721E, BROADCASTING.

News director—36 years old, 15 years radio. Top quality, authoritative voice, excellent writer and reporter. Years of editorial and feature writing. Market size of secondary importance to good news in depth operation. Box 727E, BROADCASTING.

PD experience go getter, worker, good airman with ticket. Experienced in promotions, production and plenty of ideas. Write now. Box 782E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Past: terrific. Present: PD in multiple station market. Future: with you. Box 801E, BROADCASTING.

Program director-DJ . . . Complete background in metropolitan markets' number one stations . . . know-how and proven ability to install or direct modern operations. Prefer New York state area . . . will consider others. Box 807E, BROADCASTING.

Presently production manager. Desire return to news director. Two years as news director major market station. Journalism degree. Good writer, legman, newscaster. Ten years broadcasting. Journalism degee. Box 834E, BROADCASTING.

Sports director wants to advance. College graduate; eight years experience—college football and basketball, professional baseball. Top references. Box 849E, BROADCASTING.

Program director-announcer-first phone-sales. California only. Use any or all talents. Available immediately. Box 871E, BROADCASTING.

Experienced auditor, who can double in brass as announcer and salesman, interested in progressive station. College graduate. Banking background. Single. Box 874E, BROADCASTING.

Like to get up in the morning. Like to find personality station that needs experienced dj, P.D., and licensed engineer (a real one). Available now for a station on east coast or in midwest. $125. Box 883E, BROADCASTING.

TELEVISION

Help Wanted—Sales

Salesman for Claster Enterprises, Inc., to sell local-live syndicated tv packages. Must be free to travel coast to coast. Excellent opportunity. Salary and expenses. Send full details to: Romper Room, Inc., 2229 No. Charles St., Baltimore 18, Maryland.

Technical

RV studio engineers. Excellent oportunities for men having knowledge of theory and aggressive interest in station operation. Group tv station corporation. Send resume to Box 856D, BROADCASTING.

Wanted: Chief engineer for Channel 8, Idaho Falls, maximum power, fully GE equipped. State salary and qualifications first letter. Box 742E, BROADCASTING.

Wanted: One transmitter operator and one transmitter maintenance engineer for mountain top operation. Engineer must be familiar with GE equipment. Send resume to Chief Engineer KMSO-TV, 340 West Main, Missoula, Montana.

Television transmitter operator for KMVI-TV, Wailuku, Maui, Hawaii. Work 40 hours in three days, off four days every week. Write or call the station for details.

Engineer with 1st class license for vacation relief. Previous experience unnecessary. Position available May 1, 1961. Contact E. M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Experienced studio and maintenance engineer for permanent position. Excellent opportunity in busy TV operation. Send resume, references, to Chief Engineer, WTTW, Chicago.

Help Wanted—(Cont'd)

Production—Programming, Others

News and public affairs director for radio and television. Mature, creative, imaginative newsman in the age bracket of 40 years who wants to supplement network news by recruiting and either giving or supervising the presentation of local news and public affairs programming. Opening available within six months. Starting salary $200 per week. Send tape and photo with background in first letter. Box 544E, BROADCASTING.

Newsman wanted for southeastern capital city radio-tv operation. Desire man in twenties with good background in radio and/or tv news. College graduate preferred. Should have on-air news experience, also be skilled in beat reporting and preparation of newscasts. Please rush tape and resume, including references, salary requirement, and recent photo, to Box 843E, BROADCASTING.

TELEVISION

Situations Wanted—Management

TV manager or sales manager available immediately. Until March 31, 1961, was employed as sales manager of top rated, old line CBS affiliate within top fifty markets. Station income for last year was highest in 11 year history. Percentage of increase highest in history with exception of 1957. Age 38, married, family, 15 years experience. Best references from all previous employers, agencies, reps, network. Check CBS; Harrington, Righter & Parson, Branham Company, southeastern agencies, then call Dick Holloway, 2104 Villa Drive, Greensboro, North Carolina, Broadway 5-1029.

Technical

TV engineer, 36, 6 years experience video and micro-wave desires permanent supervisory position. Florida preferred. Box 777E, BROADCASTING.

1st phone, 6 years experience studio and transmitter. Available immediately. Box 829E, BROADCASTING.

First phone, three years experience, one year tv-tape, 25, married. Harold Compton, Box 75, Route 2, Franklin, N. C.

Production—Programming, Others

Promotion manager—Experienced all phases including advertising, publicity, public relations, research. Excellent references. Prefer larger market. Box 730E, BROADCASTING.

9 years experience—Management, producer-director, film director. Commercial and educational tv. Trouble shooter in all phases of TV. Age 34, married, family man. Desire permanent location and potential advancement. Box 789E, BROADCASTING.

Producer-director, ready to move up, three years wide experience, studio and remote. Last two at major station, three station area. B.S. degree in radio-television, 27, married. Top references. Also consider promotion. Box 825E, BROADCASTING.

Versatile announcer, children's personality, weatherman, director, writer. Desires return to tv. Five years tv experience. Box 835E, BROADCASTING.

Producer-director—Immediate availability. 7 years same company. Do one-man board, familiar all phases. Top references, high credit and no drifter. Want organization with future. Box 848E, BROADCASTING.

Midwest tv program director desires radio a/o tv announcer position in larger market. Seven years radio. 3 years tv announcer-sales experience. Family man, no floater, degree, hard worker, loyal. Box 853E, BROADCASTING.

More than 20 years of experience with station representatives, the FCC and broadcast networks is available to your organization. A qualified operating executive and administrator in sales development and research can immediately utilize his talents in your behalf. Box 859E, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Looking for a competent financial man? I can handle your station's routine affairs and advise on real estate, taxes, investments and other business matters. College graduate. Single. Salary secondary to opportunity to grow with progressive property. Box 873E, BROADCASTING.

FOR SALE

Equipment

RCA STL, 0.1 watt 7000 mc. Available soon. Excellent condition, complete with 4 ft. dishes. Box 787E, BROADCASTING.

550 foot Blaw-Knox self-supporting H-21 tower. Designed for FM and TV antennas. Dismantled, ready to ship. $15,000. Box 795E, BROADCASTING.

Ampex tape duplicator and two slave units. Closing our duplicator lab. Box 808E, BROADCASTING.

Dumont power supplies #5019A—$180.00. Dumont oscilloscopes #303—$200.00, #241—$60.00. Dumont voltage calibrator #264B—$15.00. Box 846E, BROADCASTING.

20′ section antenna, utility type 120 for sale. Never used. Painted tower red. Make offer. K-KAR, 1430 East Phillips Blvd., Pomona, California.

Gates BC-250-GY 250-watt AM transmitter. On air. Five years old. Spare crystal and tubes. Available sixty days. Like new. KSIG, Crowley, Louisiana. Price: $1200.00.

1kw UHF TV transmitter, Continental model PA-714, operates ch 14 to 31. WAFG-TV, 1000 Monte Sano Blvd., Huntsville, Ala.

Ingersoll-Rand #1MRVN-3 water pump with 220/440V 60c. motor for G.E. TT6 tv transmitter, $489.00 new, price F.O.B. Cincinnati $200.00. Paul Adams, WCPO-TV, Cincinati, Ohio.

Two vertical Para-Flux reproducers complete. Practically new. Includes 2 arms, 2 heads, 2 equalizers. All for $200.00. Write WRJW, Picayune, Mississippi.

RCA Model BTA-1L 1 kw transmitter, good condition, $1500; traded in on Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

George Kim & Son. Tower-painting, repairing, erection and demolishing. Ebensburg, RD#2, Pennsylvania.

Video monitors. See our new line at N.A.B. May 7th Wash., D. C.—Large screen waveform oscilloscope. High resolution viewfinder. 70 models video monitors. Miratel Electronics, Inc., 1st St. S.E. & Richardson, New Brighton, St. Paul 12, Minnesota.

1 Seeburg model SBU-1 auto record changer, 200 play, for background music. One M-5235 pre-amplifier. Never used. Original cost $474.00. Will sell both for $390. Contact Musique, Inc., Sikeston, Missouri.

Rigid transmission line, Andrews 1⅝" No. 551-3. New, unused, with hardware and fittings. Tremendous savings. Write for stock list. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

RCA Model BTA-1R 1 kw transmitter, latest model, good condition, $3500; traded in on a Bauer Model 707 "kit" transmitter. Write Bauer Electronics Corp., 1663 Industrial Road, San Carlos, California.

Towers ready for shipment. 15-200′ to 250′ towers, 8-400′ towers, 2-500′ towers and 1-600′ tower. All are guyed towers, and are from 30 lb. to 50 lb. wind load. These towers can be had at very attractive prices and terms if requirements are met. Contact T.C.A. Radio Tower Co.—2615 Bankhead Highway NW, Atlanta 18, Ga.

WANTED TO BUY

Stations

Successful midwest operator wants to expand to southwest. Cash or terms at your option. Brokers protected. Confidential, of course. Box 633E, BROADCASTING.

Californian desires small station ownership through lease-purchase arrangement. Responsible-experienced. Correspondence confidential. Box 677E, BROADCASTING.

Interested purchasing "CP" west of Mississippi River. T. M. Bush, 1418 South Country Club, Carlsbad, N. M.

Want to merge (or sell). We work, you play—any stations anywhere. Full details contact, Tedesco, Inc.—1202 Pioneer Building, St. Paul, Minnesota. CA 7-7007.

Equipment

Mike booms, Starbird, RCA; mike stands, RCA 90-A. State condition, price. Box 718E, BROADCASTING.

Used 5 kw transmitter. State make, age, and condition. Box 738E, BROADCASTING.

Interested in procuring a used-10 KW FM transformer for a Missionary Christian radio station. Interested parties may write us at P.O. Box #222, Miamisburg, Ohio or telephone us at UNderhill 6-5323.

Remote control for FM transmitter, immediately. George Caleshu, 7310 Gravois, St. Louis, Missouri.

Want any excess AM, FM, TV equipments including tubes. Good prices. Electrofind, 440 Columbus Avenue, N.Y.C.

Used TV equipment for CH 53 350′ tower, studio and transmitting equipment 1 kw trans diplexer etc. B. L. Golden, 308 S. Fruit, Fresno. Phone AM 4-5015.

MISCELLANEOUS

Experienced broadcast engineers available for your remote or tape programs originating from Chicago and vicinity. Box 847E, BROADCASTING.

Anyone knowing the whereabouts of Tom Malony, former instructor at American Television in Chicago and TV consultant, please call NA 8-2931, Washington, D. C., collect.

Call letter items—Lapel buttons, mike plates, studio banners, car tags, bumper strips, etc. Bro-Tel, Box 592, Huntsville, Alabama.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. aproved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California. Next classes June 5th and July 31.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS

Elkins Radio License School of Chicago. Now serving the mid-west. Quality instruction at its best. 14 East Jackson St., Chicago 4, Ill.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting April 26, June 21, August 30, October 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. "Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course."

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

RADIO

Help Wanted—Sales

RADIO SALESMAN

Somewhere there is a salesman who wants to live in South Florida. He's a nice guy who wants to be with a station with a future—soon to be the biggest in the market. He likes people, and he likes to work . . . but above all, HE CAN SELL! To prove it, he must have a sales record written in $$$igns.
There's gold on the Goldcoast for you, if you're the man. Send facts and figures QUICK to:

Box 784E, BROADCASTING

Announcers

COMBO MAN

(Pop dj/engineer) with first class ticket wanted immediately for major Miami, Florida station. Send NEW tape, NEW picture, NEW resume.

Box 818E, BROADCASTING

NUMBER ONE STATION

In top 20 market looking for formula dj's. Send tape, full resume to:

Box 855E, BROADCASTING

RADIO

Situations Wanted—Announcers

ANYBODY NEED AN AGGRESSIVE NEWS ANNOUNCER & DISC JOCKEY

3½ years experience, radio and TV. College, married, 1st phone. Ask for a tape and decide!

Box 864E, BROADCASTING

WE HAVE NEW D.J.'s

All sizes, all colors, all ages, all sexes. And all willing to work—eager to please. No prima donnas. Costs you nothing to get their tapes. Tell us what you want. Placement Dept.. J. B. Johnson School, 930 F St., N.W., Washington 4, D. C.

Situations Wanted—(Cont'd)

Production—Programming, Others

STATIONS AGENCIES

Suffering from TT or IS (Tired Talent or Insufficient Staff)? CONTINUITY UNLIMITED will augment your present copywriting staff or will serve as your complete department. We will supply creative, persuasive copy designed specifically for your clients and station at amazingly low rates. No hack writing here! Radio and Television spots that sell—prepared by a staff of experts. Write for samples and details. Only hours away by air mail.

CONTINUITY UNLIMITED

P. O. Box 7413 Dallas 9, Texas

STATIONS — FOR SALE

ROCKY MOUNTAIN BONANZA

Profitable fulltime station grossing over $100,000 annually. Superbly appointed and exceptionally well equipped. Price of $147,500 on terms includes net quick assets of $15,000.

Box 865E, BROADCASTING

HASKELL BLOOMBERG
Station Broker
208 Fairmount St., Lowell, Mass.

Maine—$85,000. Pennsylvania—$65,000. Massachusetts—$110,000. Kansas—$85,000. California—$100,000. Arizona—$300,000. Colorado—$275,000. Wyoming—$125,000. Alabama—$175,000. Mississippi—$150,000. Arkansas—$80,000. Idaho—$65,000. Arizona—$75,000. Pennsylvania—$100,000. West Virginia—$60,000. Massachusetts—$275,000. PLEASE WRITE.

Wash	single	fulltime	$ 40M	cash
Va	single	daytimer	80M	25dn
Tenn	single	daytimer	65M	29%
N.C.	medium	fulltime	150M	terms
S.W.	metro	daytimer	100M	29%
N.W.	metro	regional	300M	29%
Midwest	metro	daytimer	200M	terms
Texas	metro	regional	225M	29%
West	top 30	FM	150M	terms
South	top 30	fulltime	315M	29%

And Others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

MARKET CEILING UNLIMITED

Investigate this fulltime local radio outlet that's the talk of one of the top markets in the Northeast. Management momentum has sent ratings and billings climbing. Other interests demanding fulltime activity our reason for selling. Price $265,000, terms to be negotiated. We are owners and wish to deal with principals only, on a confidential basis. We would like bank or other financial references before sending operating details.

Box 837E, BROADCASTING

GUNZENDORFER

ARIZONA. $70,000 with *$15,000* down. Nice payout for 250 watt fulltimer. *"A GUNZENDORFER exclusive"*
CALIFORNIA. Southern market $110,000 with *$31,900* down for 1 KW daytimer. *"A GUNZENDORFER exclusive"*
CALIFORNIA FM. $50,000. Low down. Easy payout.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

METROPOLITAN REGIONAL

Outstanding 5 kilowatt facility in a top 50 dynamic growth market. Price on a formula of one and one-half times annual gross or five times cash flow. $900,000 cash or equivalent. Slightly more on terms. Qualified principals only.

Box 785E, BROADCASTING

Texas major $200,000—Texas major $500,000—Texas single $160,000—Texas single $63,000—Texas single $53,000—Texas single $60,000—Ala. major $300,000—La. single $85,000—La. major $97,500—Ark. single 80% $65,000—Miss. single $50,000—Miss. single $45,000—Rocky Mt. single $47,500—Florida major $375,000—Fla. major $265,000—Fla. semi-major $230,000—Fla. major $225,000—Fla. medium $135,000—Fla. major $120,000—Fla. medium $110,000—Fla. single $50,000—Fla. single $35,000 cash—New Mexico major $300,000—Major VHF-Radio combo $4,000,000. Others! PATT McDONALD CO., BOX 9266, AUSTIN 17, TEXAS. GL 3-8080.

STATIONS FOR SALE

MIDWEST. Full time. Top market. Limited competition. $200,000 down payment.

CALIFORNIA. Daytime. Top market. Doing $175,000. Asking $250,000. Terms.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Situations Wanted—(Cont'd)

Production—Programming, Others

TWO OF THE BEST

Award winning newsman and experienced staff announcer both ready to move to bigger market. Available together or individually.

Box 772E, BROADCASTING

Management

Top background and success in TV-Radio sales and management. Experienced publicity, promotion, copy, administration. Unusual community service record. Mature. Ambitious. Would like to relocate for family health. Prefer mid or southwest.

Box 824E, BROADCASTING

EMPLOYMENT SERVICE

JOBS IN RADIO & TV THROUGHOUT THE SOUTHEAST

Talent scouts for the station you're looking for — free registration — confidential service. Immediate job openings for—

Announcer-Engineers
Engineer-Salesmen
Announcers-Newsmen—DJ.'s

PROFESSIONAL PLACEMENT

458 Peachtree Arcade, Atlanta, Ga.

FOR SALE

Equipment

FINGER TIP CONTROL FOR MOUNTAIN TOP FM TRANSMITTERS

with the MOSELEY RRC-10 Radio remote control system. Complete with 950 mc STL, antennas, transmitter control and metering units. For more information visit BOOTH 35B, NAB Convention or write

MOSELEY ASSOCIATES

4416 Hollister Ave. P. O. Box 3192
Santa Barbara, Calif.

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

Continued from page 139

clusions and from April 18 to April 28 for replies for group II-A in am consolidated proceeding of Mid-America Bcstg. System Inc., Highland Park, Ill. Action April 4.

■ Upon request by Broadcast Bureau and without objection by other parties, extended from April 6 to April 13 time to file reply findings in consolidated am proceeding on applications of Bureau Bcstg. Co., Princeton, Ill. Action April 6.

■ Upon request of applicant and without objection by Broadcast Bureau, scheduled certain procedural dates but hearing scheduled for May 3 remains same in proceeding on application of College Radio for am facilities in Amherst, Mass. Action April 7.

■ Issued statement and order after prehearing conference, including rescheduling of June 5 hearing for July 17, at 10:00 a.m., in Pasco, Wash., in proceeding on application of KORD Inc. for renewal of license of KORD Pasco. Action April 10.

■ Scheduled oral argument for April 12 on petition by McLean County Bcstg. Co., Norman, Ill., for leave to file corrective amendment and oppositions by WROK Rockford and WGEM Quincy, both Illinois, in proceeding on their am applications. Action April 10.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for April 14 in proceeding on am applications of Bar None Inc., Dishman, and Independent Bcstg. Corp., Spokane, both Washington. Action April 4.

■ Pursuant to agreements reached at April 7 prehearing conference, scheduled certain procedural dates, and continued April 19 evidentiary hearing to May 25 in proceeding on applications of Ralph W. Hoffman and Abbeville Radio Inc. for new am stations in Abbeville, Ala. Action April 7.

By Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conference for April 14 in proceeding on am application of Ypsilanti-Ann Arbor Bcstg. Co., Ypsilanti, Mich. Action April 5.

■ Granted petition by Broadcast Bureau and extended from April 3 to April 25 time to file proposed findings and to May 5 for replies in matter of order directing Douglas M. McDonald, trustee, permittee of WTVW (TV) (Ch. 7) Evansville, Ind., to show cause why authorization for WTVW should not be modified to specify operation on ch. 31 in lieu of ch. 7 Action April 3.

By Hearing Examiner Annie Neal Huntting

■ Granted request by George Fishman, Brunswick, Md., and continued April 4 hearing to April 24 in proceeding on his am application. Action April 3.

■ Scheduled prehearing conference for April 27 in proceeding on applications of WHOW Clinton, Ill. Action April 6.

■ Scheduled prehearing conference for April 18 in proceeding on applications of Berkshire Bcstg. Corp. and GROSSCO Inc. for am facilities in Hartford and West Hartford, Conn. Action April 10.

■ Scheduled hearing conference for April 17 in proceeding on am applications of WDOV Dover, Del., et al. Action April 10.

By Hearing Examiner Charles J. Frederick

■ Granted motion by WCMB Harrisburg, Pa., to substitute it as party for Rossmoyne Corp., now intervenor, in proceeding on am applications of WFVA Fredericksburg, Va. Action April 3.

■ On own motion, and with consent of applicants, continued April 6 prehearing conference to April 11 in proceeding on am applications of Big Horn County Musicasters, Hardin, Mont. Action April 4.

■ Scheduled further hearing for May 18 in New Orleans, La., tv ch. 12 proceeding. Action April 3.

By Hearing Examiner Walther W. Guenther

■ Granted motion by WHYY Inc. and continued April 10 further hearing to April 12 in Wilmington, Del., tv ch. 12 proceeding. Action April 7.

By Hearing Examiner H. Gifford Irion

■ Ordered that April 20 hearing will be further prehearing conference in proceeding on applications of Aubrey H. Ison, James A. McCulla and Paul C. Masterson and Stanley R. Bookstein for am facilities in Lompoc, Calif. Action April 7.

Tv translators

Carroll Area Television, Carroll, Iowa—Granted cp for new uhf tv translator on ch. 82 to translate programs of WHO-TV (ch. 13), Des Moines. Action April 12.

Ismay-Knowton Tv Club, Ismay, Montana—Granted cp for new vhf tv translator station on ch. 11 to translate programs of KDIX-TV (ch. 2), Dickinson, N. D. Action April 7.

Translator Tv Unlimited Inc., Cosmopolis, Wash.—Granted cps for two new uhf tv translator stations—one on ch. 76 to transprograms of KTNT-TV (ch. 11), Tacoma, Wash., and the other on ch. 81 to translate late programs of KING-TV (ch. 5), Seattle, Wash. Action April 5.

License renewals

WOAY Oak Hill, W. Va.; WDDS-FM Syracuse, N. Y.; WGCD Chester, S. C.; WKEE Huntington, W. Va.; WPIN St. Petersburg, Fla., and *WYNE (FM) Brooklyn, N. Y. Chmn. Minow not participating. Action April 12.

Petition for rule making

DENIED

Rankin Fite and Robert H. Thomas, Hamilton, Ala.—*Requested allocation of vhf channel to Hamilton, Ala., by making following proposed changes:

	Present	Proposed
Hamilton, Ala.	None	2+
State College, Miss.	*2+	None
Nashville, Tenn.	*2—,4+,5,8+, 30+,36+	4+,5,8+, *30+,36+

*Denied by memorandum opinion and order adopted March 29, 1961 and released April 5, 1961.

KVLS (TV) Flagstaff, Ariz.—*Requested allocation of ch. 4 to Flagstaff, Ariz. by making following proposed changes:

Present	Proposed
9, 13	4, 9

Further requests that commission issue order modifying its outstanding cp to specify operation on ch. 4.

*Denied by memorandum opinion and order adopted April 5, 1961 and released April 7, 1961.

Processing line

AT THE TOP

BP-1380 KSWI Council Bluffs, Iowa, Nonpareil Broadcasting Co. Has: 1560kc, 500w, D. Req.: 1560kc, 1kw, D.

BP-13831 NEW, Richmond, Va. Dover Broadcasting Co. Req.: 1540kc, 10kw (1kw, C.H.), D.

BP-13833 WATO Oak Ridge, Tenn. Radio-Active Broadcasting Inc. Has: 1290kc, 500w, 1kw-LS, DA-N, U. Req.: 1290kc, 500w, 5kw-LS, DA-N, U.

309b LETTERS ISSUED

BP-13783 NEW, Jackson, Mich. TV Corp. of Michigan Inc. Req.: 1510kc, 5kw, DA, D.

BP-13813 NEW, Three Rivers, Mich. Voice of Three Rivers Req.: 1510kc, 500w, D.

BP-13819 WOSC Fulton, N. Y. Cassill Radio Corp. Has: 1300kc, 1kw, D. Req.: Change ant. system.

BP-13834 NEW, Kettering, Ohio Speidel Broadcasting Corp. of Ohio Req.: 1510kc, 10-kw, D.

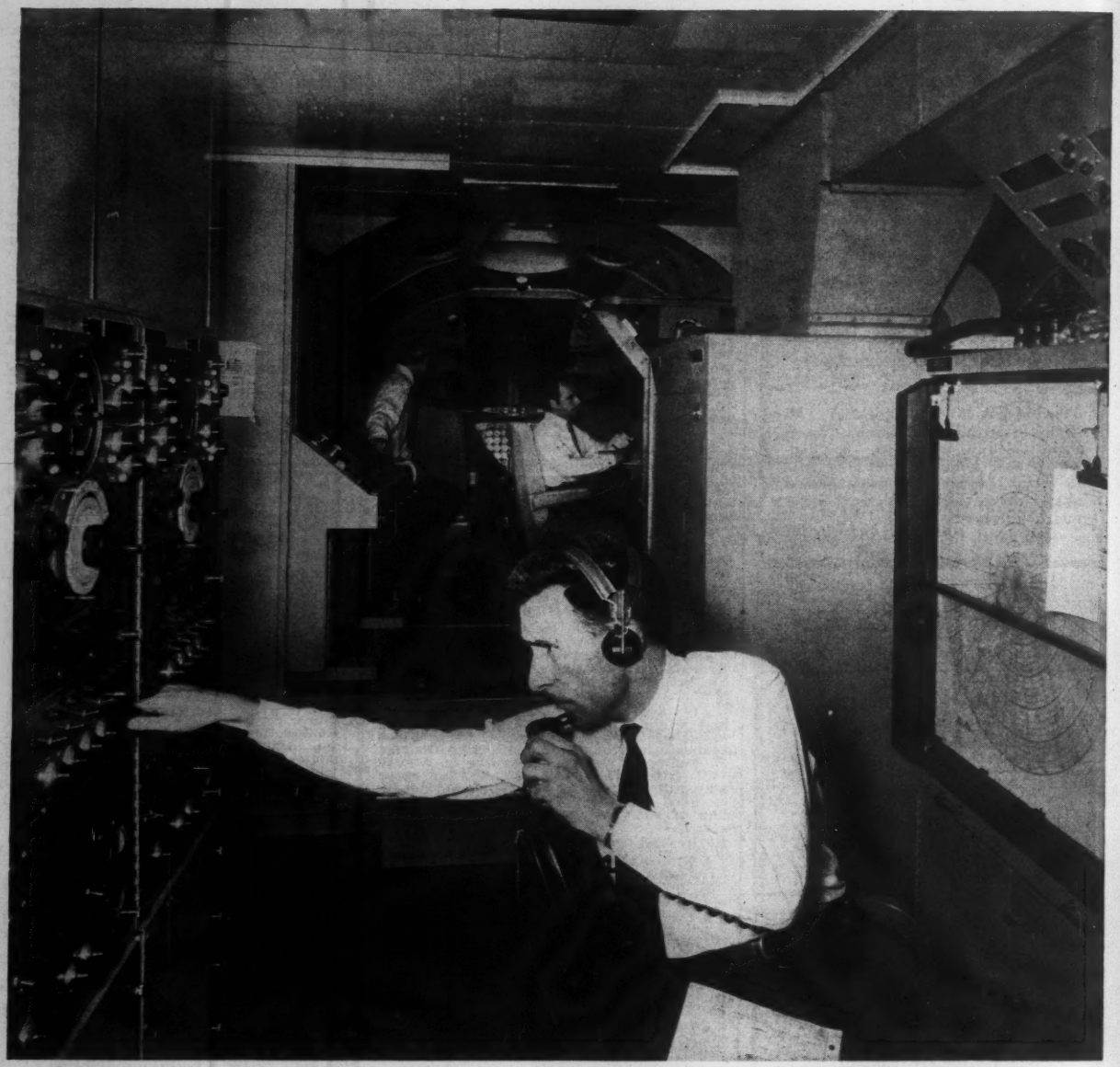
BP-13835 NEW, Canton, Ohio Joseph P. Wardlaw Jr. Req.: 1520kc, 1kw, DA, D.

MISCELLANEOUS

Top personality music show available for your station on tape. Your identification and your commercials make it sound live and local. Less than half the cost of using someone live less than half as good. Write and tell us the music you want and we'll send audition tape.

DAN CURTIS COMPANY

554 Tarrington Road
Haddonfield, N. J.



How to fly 625 miles an hour at 30,000 feet...
(without leaving the ground!)

You're looking at an Air France Boeing 707 flight simulator—an electronic "plane" which never leaves the ground. This amazing device is invaluable in training Air France jet crews to meet the precise, exacting demands of actual flights...and it's also a required test in the refresher courses taken every 6 months by even our 6,000,000-mile jet pilots!

During a simulator "flight," every imaginable flying condition can be reproduced—and the entire operation, including crew reactions, registered on tape for study and criticism. This is another part of the uncompromising continuous training program that makes Air France jet pilots and crews master airmen...and keeps them that way. It underlines the progressive Air France standards that have made it the world's largest airline, with a forty-two year record of flying experience and service. Write to Air France, P.O. Box 113, New York 10, New York, for a 50-page illustrated booklet, "Air France, World's Largest Airline."

AIR FRANCE JET

WORLD'S LARGEST AIRLINE / PUBLIC RELATIONS PERSONNEL READY TO SERVE YOU IN NEW YORK, CHICAGO, LOS ANGELES, MONTREAL, MEXICO CITY

OUR RESPECTS to Peter Ward Allport, president, ANA

A gradual but steady climb to the top

Peter W. Allport is a young "old hand" at functions of the Assn. of National Advertisers. But the ANA spring meeting that opened in Washington yesterday (April 16) holds special significance for him. It is the first full-scale meeting at which he is functioning as ANA president.

Though only 40, Mr. Allport has spent more than 15 years with ANA in a series of progressively more important posts. He was elected president of the association last November. He is optimistic that the advertising business can work out approaches that can ameliorate—if not solve—the problems that beset it.

Mr. Allport is a tall, youthful-looking man, who speaks slowly and deliberately in a deep voice. He is not at all the stereotype of the association executive, who is a "back-slapper" and a "hail-fellow-well-met." To the casual visitor in fact, he seems retiring.

This impression was confirmed by an advertising executive, who has worked with Mr. Allport for a long time in connection with ANA activities. He offered this evaluation:

"You know, Pete is kind of shy, but this is part of his attractive personality. I think the reason he has been successful is that he is most thorough and most diligent. He's extremely intelligent and articulate. What we need at ANA is a person who can get things done—not the 'back-slapper'. And what's important about Pete, too, is that he has flexibility. He's able to get along well with people in the many different facets of the advertising business."

Gets Job Done ▪ His associates at ANA have high regard for his skills, too. He selects his aides carefully and, with a minimum of supervision, permits them "to get the job done," a colleague commented.

Peter Ward Allport was born in Vienna on July 28, 1920. He comes from a family of career diplomats. His late father, F. W. Allport, served abroad for many years with the State Dept., and later was European representative for the American motion picture industry. His mother, Mrs. Mildred Allport, returned recently from a tour of duty in Germany and Switzerland, and is now working for the government in Washington.

Mr. Allport received his early education on the continent but came to the U. S. in 1937 for college. He attended Brown U. where he received his B.A. degree in English in 1941.

Young Allport had set his sights on a publishing career. But since he had been a member of the Navy ROTC at Brown and there was a war on in Europe, he accepted a commission as an ensign. He served aboard an aircraft carrier in the Pacific and was released from service in 1944.

"I was undecided about where to start in publishing, thinking about either the editorial or advertising side," Mr. Allport recalls. "I talked to Howard Williams, president of the then Erwin Wasey advertising agency in New York, and he offered me a job in the agency's traffic department."

He accepted the post and remained there for about a year. In 1945, he moved on to ANA, starting as editor of the association's newsletter.

At ANA his climb was gradual but steady. In 1949, he was promoted to director of press relations and in 1951 he was elected secretary of ANA. His administrative skill and his capacity for hard and earnest work caught the eye of Paul West, then ANA president.

Mr. West, who was known as an executive who liked to delegate responsibility and authority, kept expanding Mr. Allport's business "reach." In 1955, he was designated assistant to the president and in 1958 was named vice president with administrative responsibilities for many phases of the association's operations, including public relations and government relations. Mr. Allport was named executive vice president on May 18, 1960, following Mr. West's death. Last November he was elected president, assuming the post that Mr. West had held for more than 25 years.

ANA's Allport
A young 'old-hand'

In addition to these duties, Mr. Allport, as a member of the ANA staff, has served at various times as secretary of the association's standing committees—public relations, business-sponsored films and broadcast advertising. He also has been secretary of the joint ANA-AAAA committee on "Public Understanding of our Economic System."

Represents Most Billing ▪ As the chief executive officer of ANA, Mr. Allport administers an operation that has a headquarters personnel of 38 and a budget that is upwards of $500,000 annually. ANA is 50 years old and was originally called the Assn. of Advertising Managers. Today it represents more than 675 companies that use advertising. ANA members probably account for more than three-fourths of all U.S. billing for national advertising.

As an industry-wide organization, ANA is involved in various projects that affect advertising generally. But one effort of particular import to broadcasters is the joint ANA-4As "Interchange Program," designed to upgrade taste in both radio-tv commercials and advertisements in the the printed media. A group of 20 executives, divided evenly between the two groups, evaluate commercials or advertisements sent to them. If the committee deems any one of them in "poor taste," a copy of the group's report is sent to the offending advertiser.

Mr. Allport believes that this effort is a step in the "right direction," and reports "excellent cooperation from advertisers." He points out: "We think this program is an effective demonstration of self-regulation. We don't try to police. We know that advertisers do not deliberately try to offend."

Mr. Allport is on the board of directors of the Advertising Council, the Brand Names Foundation and the Advertising Research Foundation and is a member of the Advertising Club of New York. On the social side, he belongs to the American Yacht Club in Rye, N.Y.

In 1947 Mr. Allport married the former Margaret Hahr Nichols. They live in Bronxville, N.Y., with their eight-year-old son, George.

When he was a boy in Europe, Mr. Allport used to enjoy horse back riding, golf and tennis. But today the demands of his job have forced him to give up these pastimes. He relaxes with his family by "sailing" and "keeping my boat in condition."

Product protection

THE three-day program conference held under auspices of the Westinghouse Broadcasting Co. last week pointed out a serious weakness in broadcasting's internal affairs—the lack of a regular exchange of ideas, goals and methods in radio and television programming.

Except for the annual conferences that Westinghouse has conducted in recent years, there have been few chances for the people who turn out broadcasting's basic product to meet under laboratory conditions and communicate with one another with the help of specialists in many areas of world affairs.

We are opposed to the proliferation of meetings in a profession already wasting a good deal of its time in a welter of them. But the type of meeting that Westinghouse conducted last week is a type that needs expansion and wider participation than a single broadcasting company can arrange. It is the sort of project that needs the sponsorship of an industry-wide association.

The new president of the NAB has expressed a vigorous interest in programming. We suggest he could do worse than look to the Westinghouse type of laboratory as a model for a project of NAB's own.

Nightmare

THERE is no longer any doubt about the regulatory concepts of the FCC under the New Frontier. Chairman Newton N. Minow and his majority of one or two intend to throw the book at wayward broadcasters.

The book can be all things to any FCC majority. It incorporates not only the basic Communications Act but the volumes of regulations and court decisions that have been amassed after 34 years of regulation beginning in 1927 with the Federal Radio Commission.

The FCC, it seems obvious, is determined to set up a few horrible examples, perhaps one in each main category of controversy. Then it would expect all other licensees, thus having been coerced, to hew to whatever lines it might establish as proper. Perish the thought that it would deign to censor. There are other ways of accomplishing the same result. Promise versus performance, for example. The station does not exist that could live up to the precise mathematical breakdown of its programming promised three years earlier.

Now we doubtless will be charged with gross exaggeration. We will be set upon as hidebound and desirous of freezing the status quo. There will be the allegation that we are the apologists for the fat-cats.

We do admit to the belief that the public interest means in the interest of the public. We know of no overwhelming complaint from the public about the programming service provided by the vast majority of stations, whether radio or tv. The contrary is true.

This is not to exculpate those in broadcasting who have been taking the top dollar out of their operations or who have speculated in station properties by weaving in and out of the station ownerships. The high price of stations in the marketplace, rather than purported low quality of programming, has been the root of the present regulatory troubles. The FCC sees the balance sheets of all stations. It knows the ratio of profits to investments and overheads. But the annual financial statements do not reflect what given stations might have done if they had not been prudently managed or programmed.

On Wednesday, May 9, the FCC, *en banc*, will appear at the NAB convention in Washington for the traditional annual panel discussion. On the preceding day, Chairman Minow will make his first full dress appearance before a broadcasters' group. A few days earlier—on May 1—final comments are due on the FCC's proposed new program report forms, the most direct threat of program control since the infamous Blue Book venture of 1946.

Broadcasters then will have the opportunity to learn, at first hand, just where the FCC, and each individual member of it stands. They have only to ask the questions that will elicit the answers. And by their questions, they will also afford the FCC the opportunity to appraise their licensees and learn that the vast majority are highly intelligent, public-spirited businessmen and not rug merchants or erstwhile cloak-and-suiters interested solely in a fast buck.

Florida: from boom to boom

FOR 20 years Floridians have been industriously disproving the gloomy prophecies of an inevitable "bust" to follow the state's perpetual "boom."

And at no time in that period have things looked more favorable for Florida's future than today, as the extensive story in this issue plainly shows. A solid bottom of growing industries has added dollars to the always-substantial totals contributed to the state's economy by tourists and citrus/truck growers.

The story is the same everywhere. In the north new industry, military bases and agricultural development work hand in hand to enrich the area. The west has profited by the intense competition between Tampa and St. Petersburg, with factories building in both metropolitan areas. Central Florida is getting wealthy from its groves, its many tourist attractions and the military emplacements headed by Canaveral. Miami, the state's biggest market, centers the rich area circled by ever-increasing golden rings which now reach to Ft. Lauderdale and beyond.

Critics say the state is too hot in summer, is hurricane-prone and suffers from bad roads. Boosters answer effectively with statistics on increasing bank deposits, personal income and percentage gains in retail sales.

Yes, Florida is continuing to prove its importance among national markets, and advertisers, attracted by per-capita spending and high population gains, don't have to look far for their best promotion medium. Both radio and television offer blanket coverage of every market at a fraction of the cost of any competitor.

Drawn for BROADCASTING by Sid Hix

"It's a frightening thought. But those women who used to listen to radio soap operas. Do you suppose they're all out driving now?"

COURTESY OF THE GULF OIL CORPORATION

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES